Frank C. Baldwin,
The Octagon,
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341

WEEKLY BULLETIN

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CRIMINOLOGIST

Proposes Way To Aid Small Home Owners

DR. S. JAMES HERMAN WOULD HAVE FEDERAL GOVERNMENT TAKE INITIATIVE BUT ACT THROUGH LOCAL UNITS

By A. M. SMITH
(From The Detroit News)

Americans are not nomads. There is only a small fraction of one per cent of the families in America who do not want to own their own homes.

Despite this basic home instinct, 75 per cent of the people of the United States cannot possibly carry the purchase of even a model home, according to Dr. S. James Herman, of Detroit, who set out many years ago to specialize in criminology and came to the conclusion that a primary cause of crime and unrest is the lack of home ownership.

Dr. Herman was instrumental, in 1928, in forming the Michigan Housing Association, a research and educational body, to seek ways and means of raising the standard of homes of low-income families, and to provide some plan by which such families might own their own homes.

The social pressure for such a plan and its realization is today even greater than was in 1928, Dr. Herman said Saturday, in an interview.

"Every year turns out a new crop of nearly 1,000,000 prospective home owners who are not able to turn the fundamental desire of home-owning into reality," he said. "They come from the high schools and colleges; from the farms; from every walk of life where young people are struggling to make themselves secure in our economic order.

"To own a plot of ground which one can call his own for all time, and on it a home—be it ever so humble—is as instinctive as it is to want food, and this home-owning instinct has its vital relationship to the welfare of society."

In his study of crime and its causes, Dr. Herman found that 65 per cent to 90 per cent of all criminal records show a break in home relations early in the life of the criminal. This break was the chief pre-crime factor in the majority of criminal records.

On the basis of this study of the antecedents of crime in the United States, Dr. Herman concluded: "We will never check crime and radicalism until family life is stabilized in homes."

"But the interest in home-owning rarely centers in ideas of defense against crime," Dr. Herman continued. "It centers rather in those considerations that make for security, happiness and the best economic and social status of the family. That any family is better off in its own home than in a rented house or apartment, subject to the regulations prescribed by the owner of the place is not a debatable proposition.

LANDLORDS KNOW

"There are few landlords who do not own their own homes, which is another way of saying that rented quarters are not the most desirable model of housing even for those who offer for rent the most desirable quarters. They should know."

According to a survey of Detroit made in 1930 by the Michigan Housing Commission with the help of the University of Michigan and the Detroit Teachers College, 90 per cent of the people in apartments in Detroit were living in them by force of circumstances, not by choice.

"At that time, the poorest brick bungalow cost $12,000," Dr. Herman said. "But now—as at that time—a home can be provided for a family with only $100 a month income, and paying on the home no more than the family is now paying in rent for an apartment or for a cottage often poorly constructed and restricted in room, compared with the sort of home that might be owned."

Dr. Herman beleive the time has come for definite and straight planning for homes for lower income families, but the project must be undertaken in a large way, and, according to his view, no participation of the Government in it, except original financing.

PROPOSES PLAN

The plan he now proposes varies little from that he urged in 1928. It contemplates the Federal Government taking the initiative, but acting through the state or municipalities, since the Government can borrow money for 2 per cent or 2½ per cent.

(Continued on Page 3)

BUILDERS' AND TRADERS' EXCHANGE OF DETROIT

Albert Beever, President; H. Eugene Webb, Vice-President; Leo Rowley, Vice-Pres.; John Wenzel, Treasurer; Directors: Herman Banbrook, Gage Cooper, Edgar Leavenworth, Bert Haberkorn, Ray Spitzley
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439 Penobscot Bldg., RAndolph 5500 **Edited by E. J. Brunner**

"THE DRUNKARD"

Questions and Answers About a Great Party

QUESTION: Is it true what they say about the Builders' and Traders' Exchange going to have a big party at the Players Theatre on Tuesday, October 27?

ANSWER: Yes, and it's going to be a costume party especially to please the ladies. You see, the play "The Drunkard" was first run in 1843 or thereabouts, and as we are going to see that old play in its revival, we think it will be a wow for all who can to dress in old time costumes or hard times costumes. In that theatre out on East Jefferson, the patrons sit around tables and are furnished free beer and pretzels throughout the evening.

QUESTION: Why is the Builders' and Traders' Exchange going to put on such a party?

ANSWER: Our entertainment committee consisting of Fred Sumner, Clarence Geyman, Carl Dambrun, William Squier, William Seeley and Albert Beever, president of the Exchange and E. J. Brunner, secretary ex officio think that such a party will do much to bring our members into better contact and acquaintanceship with each other, and this is quite in line with the motivating principle of the Exchange which is to furnish CONTACT FOR ITS MEMBERS.

QUESTION: Who is eligible to go?

ANSWER: The ticket sale reservation is already in progress. Any member of the Exchange may reserve seats as long as they hold out and may bring his friends. We hope to make it a real ladies' night and hope that members will bring their wives or sweetheart, but not both at the same time. The house holds only three hundred, and we are going to have a lot of disappointed members. We may have to repeat the performance.

QUESTION: Is it a real show or an amateur performance?

ANSWER: It is a real show put on by an excellent company of players.

QUESTION. You say the motivating principle of the Exchange is CONTACT FOR ITS MEMBERS. Will you please explain this statement.

ANSWER: Gladly. Everything the Exchange does is focused to that direct aim. The Exchange publishes building news reports which tell members where the daily contact is. It runs a plan room where members may figure their contacts for new business. It publishes a "Buyers' Guide" which this year was circulated to 3,000 people, about a third of this number being identified with the construction industry as architects, contractors, suppliers, etc., and the remainder to plant managers and purchasing agents, real estate management firms and building managers. You see that helps our members get contacts for business. Then we have golf outings, and by the way, as announced in this sheet last week our next golf outing is to be held at Brooklands in honor of Jess Stoddard on October 7. And we have eight bowling teams ready to go on the opener October 14. And we have meetings of divers nature, and committees and boards, etc., and every one of these makes for business contact.

QUESTION: Suppose I am in the construction business, and am too retiring to come to meetings, can't play golf, don't bowl—what do I get out of it?

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ANSWER: Every member by virtue of the building construction reports and other bulletin information which comes to his desk from the Exchange through the mails, and this includes also the Buyers' Guide and service mostly by telephone given by our information bureau gets decidedly more value than the annual cost.

Then, too, there is the intangible but very important value of simply being a member. The Exchange is, we hope, and should be a "family of responsibility." This implies that members should give business to each other. There is nothing mandatory about this, and it is a func ion which should be more in the minds of the members.

QUESTION: Well, after all, what has all this to do with the success of the show at the Players on October 27?

ANSWER: Members and their friends are going to get together. They will circulate from table to table and get better acquainted. At the same time they will be furnished an evening of real entertainment.

CRIMINOLOGIST

(Continued from Page 1)

This item alone would cut down the total cost of a project of land purchase and building of a community of homes on the land far below the cost of individual builders or the state or any community undertaking such a project.

Amortization of such a building project, Dr. Herman says, should be over a long period of years —perhaps 40—and at the low rate of interest for which the Government alone could secure the initial capital.

"A house now costing $5,000 could thus be built for $2,500, including a basement and small heating unit. It could be built for $2,000 without the basement. Such a house could have a living room, two bedrooms, a dinetto, a kitchen and a bath. It could be built of steel, concrete and brick. Any suburban plat of 200 acres thus devoted to this purpose, would include parks, playgrounds and other community social and recreational facilities."

COST TO FAMILY

The cost to the individual family, as analyzed by Dr. Herman, would be approximately as follows: On a yearly basis—$5 insurance; $62.50 on principal; $75 on interest; $50 upkeep; $50 taxes; $20 on land purchase (a plot large enough for lawns and garden) on a 40-year amortization plan. Total annual payment, $262.50, or $21.87 a month. Title to the land and house would go with the contract on a monthly payment basis, and the contract might be sold at any time.

"The Federal Government could supply the funds for the construction of 1,000,000 homes a year, on this basis giving employment to three men per house per year, or continuous employment to 3,000,000 men," Dr. Herman said.

"The objection to Government participation by way of setting up the purchase and building fund is off-set by the fact that this would be a tax-paying project, which is the best possible security to the Government. It is a good paying investment, the best known to Government.

"Thus far, the Government has gone about the task of building homes for low income families by wrong methods, with exciting propaganda and approaching the problem of slum clearance on a social and business basis and with a view to saving mortgages and equities of the city land holders.

BASIS OF SOUND PROJECT

"The Government has made the mistake of trying to force slum clearance on some communities that did not want it, and Government house plans have been too fancy, including electric stoves and other items not really necessary.

"A sound project for housing low income families is not a slum clearance problem at all. It is the project of providing homes on the soil for those who really want such homes and are not now able to pay for them. Such a project, carried through, would reduce crime; reduce the cost of slums to any city—and the charity load in this respect is heavy for every city which has extensive slum areas; it would reduce the volume of necessary fire and police protection.

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"The objection that only low-income classes would be attracted to homes built on the plan here suggested is met by the fact that when the Sunnyside project was completed, in New York, it was readily occupied largely by professional men. There is no need of building any community of homes, on this plan, in an architectural style that would seem to class all the buyers of the homes in any given economic or social stratum.

"It appears to me that the first step in such a project would be a model state law, set up by the Government, and legislation by Congress pledging the Government to back the financing of the building project in any state which would adopt the model law. The law should provide for maximum and minimum amounts of cost of the houses; terms of contract offered to purchasers; interest rates and period of amortization; and a provision making it possible under state or municipal control to let building contracts to private or corporate builders; stipulation of materials going into the houses under these contracts.

"Communities backed by the Federal financing and controlled by the state building law covering the project should have ample leeway for varying architectural plans, rural housing community planning, etc.

NO NEED OF MONOTONY

"Any new community of homes thus planned could be as attractive as community planners or state planning might wish to make them. There would be not the slightest need of adopting any plan that would result in drab monotony of architectural effects.

"I believe that real estate interests would favor such a plan if the Government did not go into the business of actually building the houses. Such a home development in any new center would be a model which would automatically raise the level of ideas about homes and home ownership, and that certainly would be a good thing for the real estate interests.

"Apartment house owners would probably oppose the plan, for it would hurt their business to a certain extent for a period of time. I speak advisedly, because I am an apartment house owner. But I am for the plan, nevertheless, for America needs homes more than it needs anything else, and what will help the masses of the people, economically, will in the long run help us all."

TEN COMMANDMENTS OF HOME BUILDING

The National Society of Residen ial Appraisers has set forth ten commandments for the guidance of the 1936 home-builder. These "don't" are designed to overcome common mistakes which decrease the potential value of a home:

1. Don't build too pretentious a house on a cheap lot or vice versa. The ratio of house to land value should tend toward not less than 3 to 1 and not more than 7 or 8 to 1.

2. Don't put a squatty, low house on a low piece of ground, or a tall, thin house on the crest of a hill. In this connection it is suggested that where plans for the house have been drawn up by an architect for a site different from the one for which they are now being used, extreme care should be taken that they fit the new location.

3. Don't put a large house on a small lot, nor set the house close to the street when you have a deep lot.

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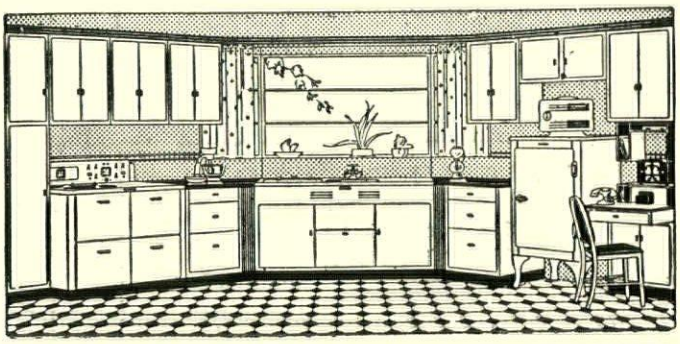

4. Don't build a garage detached from the house; but provide an entrance to the attached garage from the inside of the house.

5. Don't plan the exterior first and then force the interior to fit the outside plan. This is often the origin of the poorly laid-out house, an uneconomic use of the space.

6. Don't put cheap or out-of-date products and equipment into a house that is otherwise well built and modern.

7. Don't have non-matching exteriors and interiors, as to quality of materials. It costs far more to repair inconsistencies of this kind after they have been built into the house than to avoid them in the beginning.

8. Provide a convenient space in the kitchen for the installation of a mechanical refrigerator, and avoid installation of antiquated heating systems without automatic control.

9. Have windows, doors, and radiators so placed that the normal amount and type of furniture can be arranged tastefully and easily in the rooms. Watch the location of the light plugs.

10. Allow for closet space on the first floor and for ample closet space in connection with the bedrooms. Closet space is one of the distinct advantages which the single-family home can usually boast over the apartment dwelling.

APPEAL OF BEAUTY

The late Raymond M. Hood, noted architect, stated that among all the arts, including architecture, painting, sculpture, furniture designing and the like, highest standards have been attained in automobile design.

No one will quarrel with him over that point, but the loudest amens will come from the owners of models 12 months old or older. While the remarkable progress made in automobile design is demonstrated on every street every day, it can best be appreciated by the driver of a car of a discarded design.

The automobile has become, besides an absolute necessity and a tremendous promoter of comfort, well-being and prosperity, a thing of genuine artistic merit. And Mr. Hood made clear the reason.

It was because the automobile designers were not tricked into seeking beauty just for the sake of it. They made use and service the primary objectives and enlisted beauty to enhance it.

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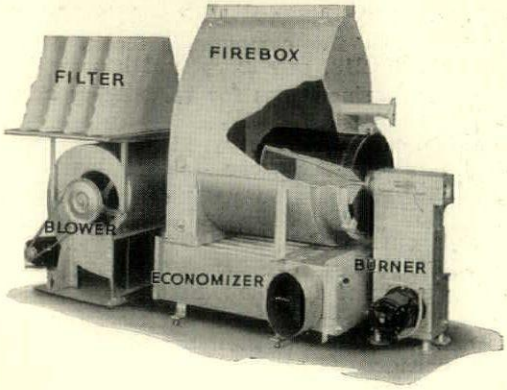

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ARCHITECTS' REPORTS

Agree, Chas. N., 1140 Book Tower, CA. 9263.—Preparing plans for commercial block, Wyoming and Fenkel, 60x218, one story and basement.

Same.—Preparing plans for remodeling of Pansy Shop, Woodward Ave., H. P.

Same.—Figures closed on Mercantile building, 13624-34 Michigan Ave., cor Heckel, Dearborn.

Same.—Taking bids on paving and fence work, D. S. R. Garage, La Belle and 2nd. WPA project 1286. Bids opened Oct. 6—3:00 p. m.

Barnes, C. F. J., 415 Brainard, TE. 1-9898.—Plans are being prepared for the following:

Five House Terrace, Grosse Pointe, Mich. Seven rooms each, 2 baths, toilet, Brk. V. Forced H. A. heating, garages—$50,000.

Three houses 30x32, Alpena, Mich. One bath, Brk. Fireplaces—$15,000.

Fourteen Frame Houses, Five Points, Mich. Size 24x30—one story, forced air heat, one bath—$45,000.

Bennett & Straight, 13526 Michigan Ave., OR. 7750.—Remodeling of theater, Utica, Mich. New structural glass front, new interior, 450 seats. Bids being taken.

Same.—Preparing plans for addition to Detroit Osteopathic Hospital, Third and Highland, H. P. Two stories and basement, designed for two future stories, 120x43 with L connecting present 61x43.

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Same.—General contract on Circle Theatre, corner Miller Road and Warren East, Dearborn, Mich., let to Board & Yates.

Clinte, P. H., Architect and Engineer, Battle Creek.—Taking bids on sales and warehouse building for Barry Fuel and Supply. 1 story, 60x90, reinforced concrete and steel frame, pre-cast roof, enamel brick and stainless steel front.

Same.—Remodeling residence for Mr. Barry, Union City.

Same.—Remodeling moving picture theatre for Mr. Harry Mintz, Chicago, Ill. Glass and stainless steel front, acoustical interior treatment.

Crane, Howard C., Inc., 112 Madison, RA. 2750.—Plans for theatre, East Jefferson and Lakepointe, ready soon.

De Rosiers, Arthur, 1418 Macabees Bldg., CO. 2178.—Bids closed on 6 room addition to St. Frances de Salles School.

Same.—Auditorium, bet. Belton and Tireman. Bids closed.

Derrick & Gamber, Union Guardian Bldg., CA. 3175.—Preparing sketches for alteration and addition to two residences, Grosse Pointe.

Same.—Plans for 2-story residence, 30x55, Grosse Pointe.

Same.—Plans for 2-story residence, Sherwood Forest.

Donaldson & Meir, 1601 Washington Blvd. Bldg., RA. 1446.—Sketches for church seating 1,400.

Giffels & Vallet, Inc., L. Rossetti, Associate, 1000 Marquette Bldg.—Preparing plans for alterations and additions to foundry at plant of Kelsey-Hayes Wheel Co.

Same.—Preparing plans for alterations and additions at plant of Wolverine Tube Co.

Same.—Preparing preliminary plans and estimates for manufacturing plant extensions near Cleveland, Ohio.

Same.—Preparing preliminary plans and estimates for new manufacturing plant at Sandusky, O.

Same.—Taking bids for structural steel required for Motor Room and Accumulator Building for Standard Tube Company.

Same.—Taking bids for structural steel required for new manufacturing plant for Herron-Zimmers Moulding Company.

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Same.—Preparing plans for Power House Addition at Mt. Elliott Plant of Midland Steel Co.

Same.—Preparing plans for new factory and office building for Detroit Tool & Mfg. Co.

Same.—Preparing plans for new factory and office building for Herron-Zimmers Moulding Co.

Same.—Preparing plans for power house extension at Mack Ave. Plant of Briggs Mfg. Co.

Same.—Preparing plans for air conditioned office building for glass company at Charleston, W. Va.

Same.—Standard Tube Co. let contract for new steel mill foundations at Highland Park to R. H. Hidey.

Same.—Preparing preliminary plans for parking structure downtown Detroit. Owner's name withheld.

Same.—Preparing plans for four story brick and concrete structure for toilet rooms. Owner's name withheld.

Same.—Preparing plans for wirepickling installation in Steel Mill at Rouge Plant of Ford Motor Company.

Same.—Preparing plans for switch gear installations to serve foundry at Rouge Plant of Ford Motor Company.

Same.—Taking bids on structural steel and architectural trades for addition to Power House at McGraw Avenue Plant of Kelsey-Hayes Wheel Co.

Same.—Taking bids on structural steel for alterations and additions to Foundry at Military Avenue Plant of Kelsey-Hayes Wheel Co.

Same.—Preparing plans for alterations to Pressed Steel Building at Rouge Plant for Ford Motor Company.

Same.—Preparing plans for new steel mill foundations, motor rooms, building alterations, etc., for local manufacturer.

Same.—Preparing plans for new factory and office building for local manufacturer.

Same.—Preparing plans for new boiler installation for local steel company.

Same.—Completed plans for removable roof structure over Floating Dry Dock at Rouge Plant, Ford Motor Company. Owner constructing.

Same.—Completed plans for extension to foundry building at Sandusky, Ohio. Owner taking local bids.

Same.—Preliminary plans completed for proposed paper storage and pulp grinding plant for manufacturer in southern Ohio.

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Tel. TEmple 1-8494 **Detroit, Mich.**

Harley & Ellington, 1507 Stroh Bldg., RA. 9030.—Bids closed on residence, Bloomfield Village.

Same.—Bids closed on residence for Mr. Hawley.

Haughey, Harvey J., 112 Madison, RA. 1047.—Nine room residence, air conditioning, attached garage, brick veneer—Warrington Drive. Hannan's Golf Club Sub. Plans completed about Oct. 17.

Hyde & Williams, 318 Woodward-Boulevard Bldg., MA. 0803.—General contract on residence for Mr. Martin, Rosedale Park, let to E. L. Carlson Co.

Jameson, L. B., 8580 Jos. Campau, MA. 9146.—Bids due on gas station for E. S. Friskhorn, Oct. 7.

Same.—Several small houses ready for figures.

Same.—Eight stores, Miller and Van Dyke: Masonry, carpentry, plumbing, heating and structural steel let. Other figures due Oct. 7.

Keyes, Hugh J., 747 Free Press Bldg., RA. 7415.—Preparing plans for residence forA Dr. J. Stewart Hudson, Lothrop Ave., Grosse Pointe Farms. Lot 146x70. Ready about Nov. 15.

Le Roy & Newlander & Geo. D. Mason & Co., Architects—Cabinet sketches for Kalamazoo Post Office.

Malcomson & Higginbotham, Inc., CA. 9651.—Preparing working drawings and specifications for a City Hall at Benton Harbor, Mich. PWA project.

Same.—Preparing working drawings for Home for the Aged. Owners, Kings Daughters and Sons, Detroit.

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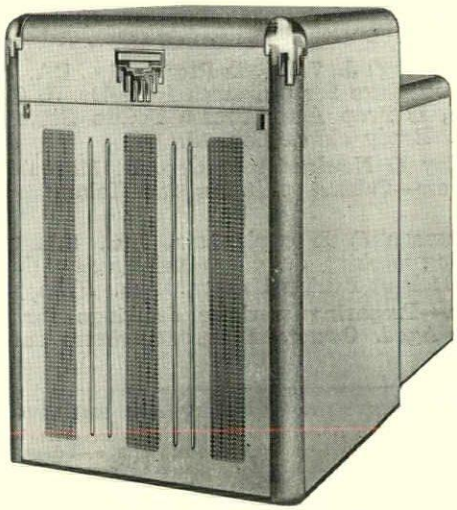

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Same.—Preparing sketches for residence for Dr. Earl McKenzie.

Mason, Geo. D. & Co., 409 Griswold, RA. 7850.—Figures on Detroit College of Law and Y. M. C. A. offices, Elizabeth St., closed. Contracts let soon.

O'Dell & Rowland, 904 Marquette Bldg., CH. 7877.—Alteration to St. John's Episcopal Church, Woodward and Vernor Highway. General contract let to O. W. Burke Co.

Sarvis, Lewis J., 201 Bailey Bldg., Battle Creek, Mich.—Taking bids on the following: Concrete parking lot built over the river for A. C. Hebble.

General construction, plumbing, heating, ventilating and electrical for $200,000 hospital for Battle Creek General Hospital Assoc.

Special store interiors for Fred I. Griswold.

Remodeling a residence for Dr. Robert Frazer.

Remodeling a residence for Miss Emma Brooks, Marshall, Mich.

Schilling, Edw. A., 409 Griswold, CH. 7390.—Bids on church, South Range, Hougton Cy., Mich. 110x36, slate roof. General, mechanical, architectural, electrical due Oct. 10.

Schley, Cyril Edward, 605 Lafayette Bldg., CA. 8499.—Taking figures on residence, Chandler Drive. O. M. Valliquette, owner.

Same.—Taking figures on all trades, residence, Grand Marais Blvd. L. A. Irion, owner.

Smith, Hinchman & Grylls, RA. 8825.—Building, corner Elizabeth and Woodward, L. K. Butler Estate, let to A. W. Kutche Co.

Same.—Building, Columbia and Woodward (L. K. Butler Estate). General contract let to A. W. Kutche Co.

Same.—Factory addition to Farm Crest Baking Co. General contract let to J. A. Utley Co.

Wright, D. Allen, 133 W. Gd. Blvd., LA. 4572.—Summer residence near Rochester, Mich. Bids closed. Owner, H. J. Pichler.

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NATIONAL SURVEY REVEALS TRENDS

"It is interesting to review sales reports and records occasionally for the purpose of determining just why people buy home appliances and equipment," mentioned Don J. Luty, Chief Engineer and Sales Promotion Manager, air conditioning division, Gar Wood Industries, Inc.

Every buyer has one or more definite reasons for wanting what he purchases. Some persons buy simply to follow the lead or social and living standard set by their friends or neighbors. Others decide because of actual, pressing need. Then, there are those who desire easier and better ways to get things done in and around the home, he said.

"Lawn sprinklers, motor-driven, grass-cutting machines, vacuum cleaners, washing machines, dish washers, electric ironers are some of the many, accepted labor-saving units. And, so it is with an automatic gas or oil-fired heating and air conditioning system.

"A recent, national survey revealed that almost twenty-five per cent of owners purchased their automatic heating equipment because it is positive labor-saving and comfort-providing equipment," Mr. Luty continued. "In fact, the labor-saving inducement topped the list. A little more than twenty per cent of the buyers decided because of the cleanliness feature, eighteen per cent for uniform temperature, sixteen per cent because personal responsibility is lessened, eight per cent for better health, close to eight per cent for space saving and better than seven per cent for economy.

"Today, a modern heating and air conditioning unit is completely automatic. Drudgery is absent. There is practically no manual labor required to heat and air condition a home nowadays. Temperature, humidity and air circulation are controlled handily by carefree, finger-regulated devices. No wonder so many people are now insisting on automatic, healthful heat for the home. The family no longer wants to be shackled to tiresome, annoying labor or inconvenience. Home folks crave more time for companionship; more leisure hours for recreation and visiting. With automatic heat and air conditioning, mornings are cheerful; the home is a cleaner and a healthier place in which to live.

"But, after all, this sales survey proves that people want and will buy home equipment when it means that their work will be lessened considerably. So, it seems, that the American family doesn't care to waste any time doing unnecessary work when it is so easy and economical to own modern, labor-saving equipment and appliances," emphasized Mr. Luty.

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And a house with everlasting growing pains—a house that couldn't grow because it wasn't planned for the future. The added nursery wing shouted "afterthought." Its location made it impractical, spoiled its appearance—and its appearance spoiled the house.

In building there is very little beginner's luck. Houses that turn out well, that expand gracefully when the years call for additional building, are houses that have been skillfully planned with an eye to the future.

The best eye to the future is the expert eye of an architect. No magician, no crystal-gazer, the architect nevertheless sees far enough ahead to allow in his basic plans for additions that will be integral parts of your house. He can design for your potential as well as actual needs.

"Saving" that results in costly mistakes is boomerang saving. Families shrewd enough to consult a broker when they invest (even for sums that are fractions of what they spend on a house), families wise enough to consult a doctor when a minor illness appears—such keen-thinking people will find it equally wise (and profitable) to consult an architect when they build, for architecture, building, and renovation are subjects involving equally specialized knowledge. A good architect is just as essen-

(Continued on Page 12)

"I believe no one knows better than the architect how essential planting is to a proper setting for his building."

WILLIAM G. BAXTER

LANDSCAPE ARCHITECT
GARDEN DESIGNER

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GAS HEAT LUXURY *helps sell homes*

Everyone enjoys the comforts and advantages of automatic gas heat. New houses equipped with gas-fired heating and air conditioning units are selling faster than all others in Detroit. Architects, builders, real estate men and contractors can get complete information about the cost of installing conversion or gas-designed units by telephoning our home heating division.

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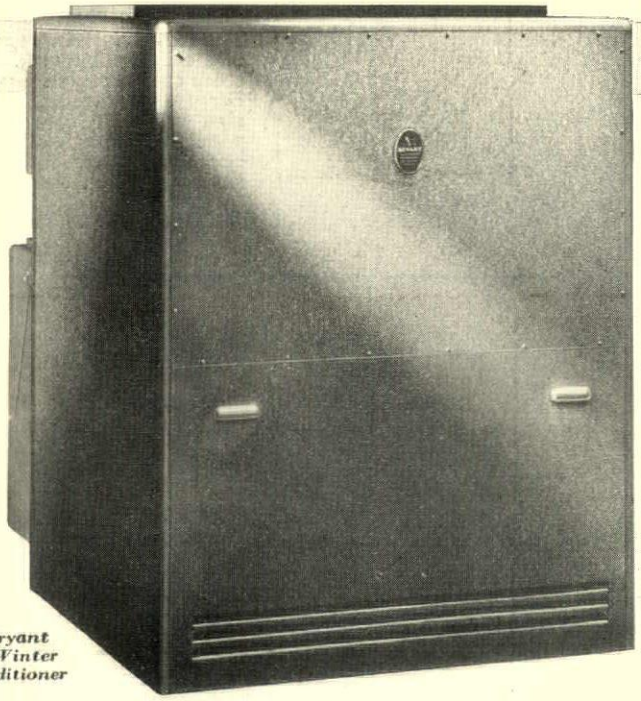
5. Is a well advertised furnace easier to sell? Yes ☐ No ☐



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Finally, through advertising in national magazines since 1925, the name "Bryant" has come to mean "dependable gas heat" to millions.

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AND THEN THEY HAD A BABY . . .

(Continued from Page 10)

tial in building as a good builder, good materials, sound financing.

What most people see in the house they plan is largely on the surface or in isolated details. The architect sees every step from idea to blueprint to livable home. His knowledge of design, materials, costs, enables him to save needless expense. Sometimes he can actually save you enough on building costs to pay his own fee—for he represents your interests in comparing estimates of competing firms. Certainly his fee is small in comparison to the satisfaction which will be yours in a soundly planned, soundly built home.

For most people the great human experience of building a house is a once-in-a-lifetime event. Why gamble when there's only one chance? It is myopic planning to indulge in penny-saving now which may mean pound-paying later on—for in the brains, skill and experience of a good architect lies your safest insurance.

MODERN APARTMENTS BY FARNTZ & SPENCE

The firm of Frantz & Spence, Saginaw architects, designed the 18-family, modern apartment building now under construction at State and Indian streets, Midland.

Of modernistic design, the building will be one of the unique in this section of the state, say its architects, in that no plaster will be used in walls or ceilings. Various types of composition and asbestos wall boards will supplant the usual plaster treatment of the interior. It will be completed by January.

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Bring in fresh air • Add humidity • Clean the air
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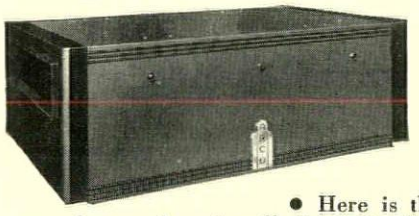

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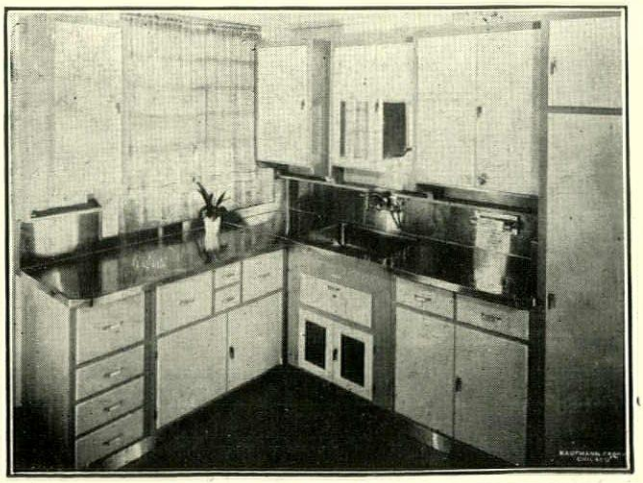

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UNCLE SAM AS LANDLORD

What the Government Housing Program is accomplishing, in slum clearance and low-rent housing. The social significance of this movement.

By WILLIAM C. McCLOY
North American Newspaper Alliance

No question before the American people today is discussed with more heat and less light than the Government Housing Projects.

While one section insists the program doesn't go far enough, another argues that the plan is demagogic competition with private enterprise and should never have been started at all.

But, in between, is a third section—the unprejudiced, open-minded men and women who seek facts instead of slogans and battle cries. Who want to know just what sort of houses are being built, the reasons for building them, and whether they will be worth to the community all the money the Government is putting into them.

To get the facts at first hand, this writer visited the various projects. I had talks with national leaders of the movement in Washington. I travelled several thousand miles, north, south, east and west, and inspected many projects.

The housing problem falls sharply into two divisions—urban and rural. At present the Public Works Administration is dealing with the urban housing problem of twenty-seven projects for clearing and rebuilding slum areas and twenty-three low-rent housing projects in urban areas hitherto vacant—fifty projects in all, situated in thirty-five American cities and two island possessions, Puerto Rico and the Virgin Islands. It is also financing seven projects organized by companies whose dividends are limited, so the apartments they build can be rented at a rate accessible to low income groups.

The rural housing problem is in the hands of the Resettlement Administration. It is building three suburban resettlements or "Greenbelt Towns," modelled on the English garden cities, such as Letchworth and Welwyn. It has under construction ninety-one rural resettlements, or "Subsistence Homestead Towns."

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THE PLAYERS THEATRE
Tuesday Evening, October 27th
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It will be in order to dress in character of old times or hard times.
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In addition to these national low-rent housing projects, there is "First Houses" in New York—an example of a slum clearance project built by a city housing authority, while a Federal agency, The Works Progress Administration, supplied workers and materials.

(Continued on Page 3)

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YE GOODE OLDE DAYES

Ah—I just knew it! I knew that when we advertised an "old time" theatre party for the Builders' and Traders' Exchange we would be reminded of the good old days in the construction industry when Detroit was American, when men were men, when our members raced their favorite horses over on Lafayette Boulevard, and when the Builders' and Traders' Exchange was the living, pulsing center of attraction to which each day all the contractors and suppliers got together "and stuck together."

Back in 1891, the same year that the present lien law was put on the statute books of Michigan there was another important measure passed. This measure provided the legal basis for the formation of builders' and traders' exchanges and that same year the Builders' and Traders' Exchange of the City of Detroit was incorporated under the provisions of this act which, of course, was promoted by the founders of the Exchange.

Now it is true that times have changed since then. When they started the Exchange about everybody in the building industry knew everybody else. Contracting at that time was a simple process compared to what it is now. There were not so many sub trades and many a building was put up without a plumber or an electrician on the job. There was no such ramification of criss-crossing interests as there are now.

Furthermore, the owners for whom work was done were not such complex institutions as now exist. There was no giant corporation to deal with. There were not literally thousands of diverse corporations to deal with. It was a time of "man-to-man" dealing much more than it is now. Another thing, there were not so many competitors. There were not even so many competitors in relation to the volume as there are now.

Many assert that competition was much more honorable than it is now. It may well have been so simply from the fact that it was much more "man-to-man" dealing rather than corporation-to-corporation dealing—be all that as it may.

In that relative simplicity they set up the Builders' and Traders' Exchange primarily as a focal point for the industry to get together.

They say that practically every member came to the Exchange at eleven o'clock each day to hear read the bulletins concerning job progress, and it was recognized that this function of the Exchange was the most important function. Later they published these reports so that some who could not come or preferred not to come to the Exchange could have them available. Perhaps that step was a mistake, perhaps not. It cut forever the idea of the Exchange being a daily meeting place to secure vital information.

We could recite for pages and pages into the making of a big book the difference between the old times and now, but we are not going to do that. We are now going to try to outline the most significant link which should tie those old times to the present.

Bluntly speaking, the membership of the Builders' and Traders' Exchange in those old days made up a well nigh complete family of responsibility. With very few if any exceptions the stable members of the industry were members and received the benefits of membership—the greatest being "exchange of information." The members were the only recipients of this exchange and they did make THE FAMILY OF RESPONSIBILITY.

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Now in the present day and age of hurry and over-stuffed commercialism, this idea of the Exchange being the "family of responsibility" does not seem to take hold the way it should.

Perhaps it is too much to expect. Perhaps we are so complex that the idea of getting the responsibles all into one family is out of date. Perhaps each member of the Exchange is too busy individually to help in any way to make this message amplify itself into telling effect. Perhaps competition is really to the point where such a family is impossible.

Suppose we can build up the membership of the Builders and Traders so that every responsible firm is a member. When that time comes each member will profit in good measure. That's what we are trying to do. We preached this same way a year ago and two years ago. Real progress is being made, but not fast enough. We are all too prone to forget the very valuable possible results which might be attained.

The first task for all of us to cooperate upon is to help increase the membership of the Exchange. When you do business, why not prefer members to the Exchange? Why not aid the Exchange in building up its responsible family by trying to interest your responsible friends in this picture we have tried to put into words? For in plain words, if all the responsibles were members of the Exchange it would be a cinch to keep business in the hands of those who were deemed responsible by reliable judges elected or appointed from the industry.

UNCLE SAM AS LANDLORD

(Continued from Page 1)

On the PWA program, I found the seven limited dividend developments completed, and also one of the fifty other projects, Techwood Homes, Atlanta, Georgia, with thirty-seven in process of construction and twelve sites being cleared. On the RA program, the three "Greenbelt Towns" are nearing completion and twenty-five of the ninety-one rural resettlements—some of the latter are already partially settled.

The New York City project, "First Houses," was finished this summer and is now occupied. In cities like Atlanta and Chicago, where there are no local housing authorities, Uncle Sam is landlord in full, controlling and managing the project, at least until his loan is repaid or his responsibility relieved by the creation of a city housing authority. In New York, Cleveland, Cincinnati and Syracuse, where there are city housing authorities, the Government makes over the title of its projects to them on completion, retaining only a financial interest. Nearly all projects are scheduled to be finished in 1937.

How much the calls for aid in the drought areas will affect this program cannot be foreseen. The Resettlement Administration has been directed not to "Resettle" any more families at this time. The officials fear they may have to assume some of the WPA problems, since the only practical medium of drought relief will be in the form of Federal cash grants which the RA alone is authorized to make.

Scale of Projects

The one thing that impressed me most in my investigation was the vast scale of this great double drive to clear away slums and to provide adequate,

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Wall Paper, Paints, Window Shades

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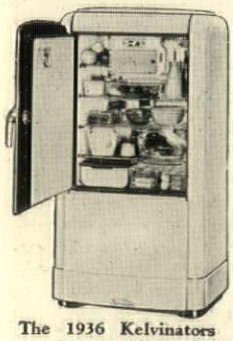

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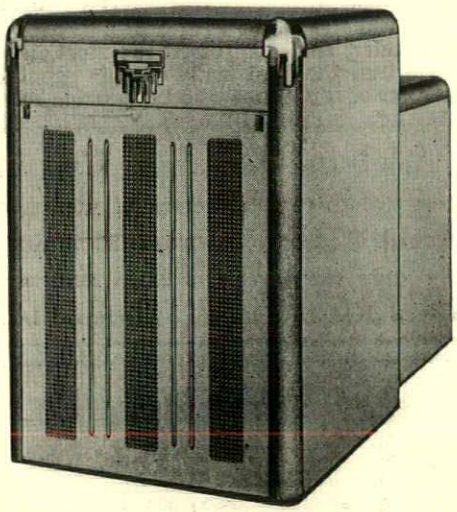

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Air Conditioners

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sanitary housing for families with low incomes. The Federal Government is spending an estimated total of $208,000,000 on this program and has purchased aproximately 488,225 acres for building. The Housing Division of PWA alone is spending $148,000.000 to house 25,000 families, or 130,000 persons—the population of a city the size of Nashville.

Three thousand persons are engaged in real estate phases of the program. Construction has given jobs to 50,000 building trades workers daily for more than a year—45,000,000 man-hours. Another 50,000 have been employed in producing material. Forty-four percent of the cost goes into wages of men employed on the sites and thirty-two percent to men in factories producing materials. That is, $75 out of every $100 is going into payrolls. In July alone, PWA let contracts totalling $22,901,469 to private companies.

In assembling fifty urban land sites, all but twenty-three in slum areas, the Government had to remove and resettle elsewhere 6,700 families. It had to deal with 11,000 individual owners in order to purchase 3,498 parcels of city land—a total of 952,000,000 square feet or 1,190 acres. There has been nothing like it in this country since the great Homestead Act of 1862, when the Government sold more than 85,000 acres to the people for the nominal price of $1.25 an acre. This was the first rural settlement, just as the $110,000,000 appropriated by Congress to house shipyard and munition workers during the World War was the first slum clearance project. America, like England, discovered during the intensified competition of war that it could not compete with Germany unless the workers in the suddenly expanded shipbuilding and amunition industries were as well housed as the German workers. Since Dr. Von Wagner, Mayor of Ulm, began his housing schemes in 1888, Germany has been a pioneer in this movement.

Germany, since the war, has carried out a billion dollar housing program. England and Wales have spent more than $500,000,000; Holland, $165,000,000; Czechoslovakia, $100,000,000; Sweden, Norway, Denmark and Belgium, together, $166,000,00.

The total number of dwelling units now under construction or completed in the American Program —36,500—makes a small dent in the Nation's great housing shortage. The Senate Committee on education and labor in its report last June found at least 7,500,000 building units would be needed in the next

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ten years, and many competent authorities put the figure as high as 16,000,000. Dr. Edith Elmer Wood estimates, on the basis of the 1930 census, that 6,000,000 non-farm houses and 5,000,000 farm houses are sub-standard—that is, over 36 percent of our total housing. There was almost as great a cessation of building during the depression as during the war.

"Sub-Standard Housing"

Housing is "Sub-Standard" if each family is not furnished with an ample and pure supply of running water, an indoor flush toilet for its exclusive use, a bath tub or shower, and, if in a city, it has no sewer connection. More persons than rooms is called "crowding." Twice as many persons as rooms is called "over-crowding." The list of diseases bred in these conditions is long and formidable, and germs are no respecters of neighborhoods. Dwellers in super-standard homes fall victims to infections bred in sub-standard homes. When a Government does not actively subsidize housing for low-income groups, it is passively subsidizing the slum landlord by paying with tax-payers' money for the disproportionate fire hazards, disease, vice and crime engendered by slum living.

Costs of Slums

In South Boston, a sub-standard area costs the city taxpayers $275,113.74 in fire and police protection, hospitalization and other services, and it pays the city in taxes $27,093.23. Net loss—$248,020.51. A Cleveland slum area pays only $225,035 in taxes and costs the taxpayers in other parts of the city $1,972,437—a yearly loss which, at the end of twenty years, could produce approximately 7,300 new four-room dwelling units with adequate comforts and sanitation.

In Indianapolis, where slums cost the city $27.29 per capita in city services as against $4 per capita in other directions, they object to that vulgar word "slum." Visitors there are requested to refer to such places as "areas of great economic drain and serious social demoralization." But I prefer the good old word "slum", even if it was English thieves' slang until Dickens made it respectable—outside of Indianapolis. It comes from the German word "schlamm"—mud, slime or mire.

In Chicago, 56 percent of all adult and juvenile delinquency is ascribed to the slum areas near the Loop. The same districts, with a third region north of the Loop district, account for all police calls 62 percent of all fire calls and 50 percent of the city's health services.

In the section just below the Harlem Houses Project, in New York City, Seventh Avenue from 126th to 142nd Street, the infant mortality rate in 1929-31 was over 100 deaths per thousand.

Carl Milles, Swedish sculptor of international fame who spends part of each year teaching at Cranbrook Foundation in Detroit, where Eliel Saarinen is a dominant figure, was honored by Yale University with the honorary degree of Doctor of Humane Letters last June.

Mr. Milles was born at Upsala, trained in Stockholm and Paris. His heroic sculptures in bronze, wood and granite are outstanding for conception and technical execution. Professor Phelps pronounced him the greatest designer of fountains since Bernini. Milles was a pupil of Rodin. The quality of his work is Northern.

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Agree, Chas. N., 1140 Book Tower, CA. 9263.—Commercial block, Wyoming and Fenkel, 60x218, one story and basement, let to Sachs & Lodewik.

Same.—Revised plans on Mercantile building, 13624-34 Michigan Ave., cor. Heckel, Dearborn. New bids starting Oct. 12.

Same.—Paving and fence work, D. S. R. Garage, La Belle and 2nd. WPA project 1286. Bids opened Oct. 6—3:00 p. m.

Same.—Preparing plans for one story and basement store building, 59x140, Grand River Ave., east of Southfield.

Same.—Preparing plans for one story and basement store building, Grand River and Southfield, to be occupied by Cunningham Stores.

Same.—Preparing plans for 4 stories and basement, Grand River Ave., Archdale, 83x120.

Same.—Taking bids for installation of gas unit heater, 13858 Woodward, H. P.

Same.—Taking bids on drug store, Fenkel and Wyoming. West Town Theatre, owners.

Same.—Pansy Shop, Highland Park—Max Sabaross, 6428 Epworth Blvd., general contractor.

Barnes, C. F. J., 415 Brainard, TE. 1-9898.—Plans are being prepared for the following:

Five House Terrace, Grosse Pointe, Mich. Seven rooms each, 2 baths, toilet, Brk. V. Forced H. A. heating, garages—$50,000.

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Fourteen Frame Houses, Five Points, Mich. Size 24x30—one story, forced air heat, one bath—$45,000.

Same.—Plans for warehouse, 65x100, 3 stories. Ready about Nov. 15.

Same.—Plans for residence, Lincoln Park, 30x40, 2 baths, 8 rooms.

Bennett & Straight, 13526 Michigan Ave., OR. 7750.—Remodeling of theater, Utica, Mich. New structural glass front, new interior, 450 seats. Owner taking figures.

Same.—Preparing plans for addition to Detroit Osteopathic Hospital, Third and Highland, H. P. Two stories and basement, designed for two future stories, 120x43 with L connecting present 61x43.

Same.—General contract on Circle Theatre, Dearborn, let to Board and Yates.

Brandt, C. W., 401 Madison Theatre Bldg., CA. 6319.—Remodeling residence, Lower Long Lake. General contractor, A. Davis Co.

Same.—Recondi ioning residence for Abstract and Title Guaranty Co. Contractor, J. H. A. Haberkorn.

Same.—Addition to Detroit Molding Corp. General contractor, O. W. Burke Co.

Clinte, P. H., Architect and Engineer, Battle Creek.—Taking bids on sales and warehouse building for Barry Fuel and Supply. 1 story, 60x90, reinforced concrete and steel frame, pre-cast roof, enamel brick and stainless steel front.

Same.—Remodeling residence for Mr. Barry, Union City.

Same.—Remodeling moving picture theatre for Mr. Harry Mintz, Chicago, Ill. Glass and stainless steel front, acoustical interior treatment.

Crane, Howard C., Inc., 112 Madison, RA. 2750.—Plans for theatre, East Jefferson and Lakepointe, ready soon.

De Rosiers, Arthur, 1418 Macabees Bldg., CO. 2178.—Bids closed on 6 room addition to St. Frances de Salles School.

Same.—Auditorium, bet. Belton and Tireman. Bids closed.

Derrick & Gamber, Union Guardian Bldg., CA. 3175.—Preparing sketches for alteration and addition to two residences, Grosse Pointe.

Same.—Plans for 2-story residence, 30x55, Grosse Pointe.

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Same.—Plans for 2-story residence, Sherwood Forest.

Donaldson & Meir, 1601 Washington Blvd. Bldg., RA. 1446.—Sketches for church seating 1,400.

Giffels & Vallet, Inc., L. Rossetti, Associate, 1000 Marquette Bldg.—Preparing plans for alterations and additions to foundry at plant of Kelsey-Hayes Wheel Co.

Same.—Preparing plans for alterations and additions at plant of Wolverine Tube Co.

Same.—Preparing preliminary plans and estimates for manufacturing plant extensions near Cleveland, Ohio.

Same.—Preparing preliminary plans and estimates for new manufacturing plant at Sandusky, O.

Same.—Taking bids for structural steel required for Motor Room and Accumulator Building for Standard Tube Company.

Same.—Taking bids for structural steel required for new manufacturing plant for Herron-Zimmers Moulding Company.

Same.—Preparing plans for Power House Addition at Mt. Elliott Plant of Midland Steel Co.

Same.—Preparing plans for new factory and office building for Detroit Tool & Mfg. Co.

Same.—Preparing plans for new factory and office building for Herron-Zimmers Moulding Co.

Same.—Preparing plans for power house extension at Mack Ave. Plant of Briggs Mfg. Co.

Same.—Preparing plans for air conditioned office building for glass company at Charleston, W. Va.

Same.—Standard Tube Co. let contract for new steel mill foundations at Highland Park to R. H. Hidey.

Same.—Preparing preliminary plans for parking structure downtown Detroit. Owner's name withheld.

Same.—Preparing plans for four story brick and concrete structure for toilet rooms. Owner's name withheld.

Same.—Preparing plans for wirepickling installation in Steel Mill at Rouge Plant of Ford Motor Company.

Same.—Preparing plans for switch gear installations to serve foundry at Rouge Plant of Ford Motor Company.

Same.—Taking bids on structural steel and architectural trades for addition to Power House at McGraw Avenue Plant of Kelsey-Hayes Wheel Co.

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Same.—Taking bids on structural steel for alterations and additions to Foundry at Military Avenue Plant of Kelsey-Hayes Wheel Co.

Same.—Preparing plans for alterations to Pressed Steel Building at Rouge Plant for Ford Motor Company.

Same.—Preparing plans for new steel mill foundations, motor rooms, building alterations, etc., for local manufacturer.

Same.—Preparing plans for new factory and office building for local manufacturer.

Same.—Preparing plans for new boiler installation for local steel company.

Same.—Completed plans for removable roof structure over Floating Dry Dock at Rouge Plant, Ford Motor Company. Owner constructing.

Same.—Completed plans for extension to foundry building at Sandusky, Ohio. Owner taking local bids.

Same.—Preliminary plans completed for proposed paper storage and pulp grinding plant for manufacturer in southern Ohio.

Harley & Ellington, 1507 Stroh Bldg., RA. 9030.—Bids closed on residence, Bloomfield Village.

Same.—Bids closed on residence for Mr. Hawley.

Haughey, Harvey J., 112 Madison, RA. 1047.—Nine room residence, air conditioning, attached garage, brick veneer—Warrington Drive. Hannan's Golf Club Sub. Plans completed about Oct. 17.

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Hughes, Talmage C., 120 Madison Ave., CH. 7660. Apartment building for John B. Terns. Kitchen equipment let to General Electric Supply Co.

Same.—Residence, east side Parkside between 7 Mile and Santa Maria. Insulation let to Insulation Contracting Co.

Jameson, L. B., 8580 Jos. Campau, MA. 9146.—Bids due on gas station for E. S. Friskhorn, Oct. 7.

Same.—Several small houses ready for figures.

Same.—Eight stores, Miller and Van Dyke: Masonry, carpentry, plumbing, heating and structural steel let. Other figures due Oct. 7.

Keyes, Hugh J., 747 Free Press Bldg., RA. 7415.—Preparing plans for residence forA Dr. J. Stewart Hudson, Lothrop Ave., Grosse Pointe Farms. Lot 146x70. Ready about Nov. 15.

Le Roy & Newlander & Geo. D. Mason & Co., Architects—Cabinet sketches for Kalamazoo Post Office.

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Malcomson & Higginbotham, Inc., CA. 9651.—Preparing working drawings and specifications for a City Hall at Benton Harbor, Mich. PWA project.

Same.—Preparing working drawings for Home for the Aged. Owners, Kings Daughters and Sons, Detroit.

Same.—Preparing sketches for residence for Dr. Earl McKenzie.

Marr, Richard, 415 Brainard, TE. 1-6860.—Residence, Orchard Lake. Contracts let: Plumbing, Eames & Brown; heating, Spitzley Heating Co.; plastering, W. R. McKellop; painting, N. Kruger; electrical work, Robt. Proudfoot.

Same.—Residence, Hamilton Drive. Contracts let: Masonry, W. E. Baetz, carpentry, J. A. Moynes Co.; plumbing, W. R. McKellop; painting, N. Kruger; electrical work, R. Proudfoot; plumbing, R. T. Randolph.

Mason, Geo. D. & Co., 409 Griswold, RA. 7850.—Bids closed on Detroit College of Law and Y.M.C.A. offices, Elizabeth St.

O'Dell & Rowland, 904 Marquette Bldg., CH. 7877. Plans completed for remodeling of service station, 3151 Gratiot for Campbell-Ewald Co.

Sarvis, Lewis J., 201 Bailey Bldg., Battle Creek, Mich.—Taking bids on the following: Concrete parking lot built over the river for A. C. Hebble.

General construction, plumbing, heating, ventilating and electrical for $200,000 hospital for Battle Creek General Hospital Assoc.

Special store interiors for Fred I. Griswold.

Remodeling a residence for Dr. Robert Frazer.

Remodeling a residence for Miss Emma Brooks, Marshall, Mich.

Schilling, Edw. A., 409 Griswold, CH. 7390.—Bids on church, South Range, Hougton Cy., Mich. 110x36, slate roof. General, mechanical, architectural, electrical due Oct. 10.

Schley, Cyril Edward, 605 Lafayette Bldg., CA. 8499.—Taking figures on residence, Chandler Drive. O. M. Valliquette, owner.

Same.—Taking figures on all trades, residence, Grand Marais Blvd. L. A. Irion, owner.

Wright, D. Allen, 133 W. Gd. Blvd., LA. 4572.—Summer residence near Rochester, Mich. Bids closed. Owner, H. J. Pichler.

Wright, Frank H., 418 Fox Bldg., CH. 7414.—Taking figures on alteration to store for Dr. Mackewicz, Chene St.

Same.—Plans for two residences, Woodcroft Sub. Estates, Flint.

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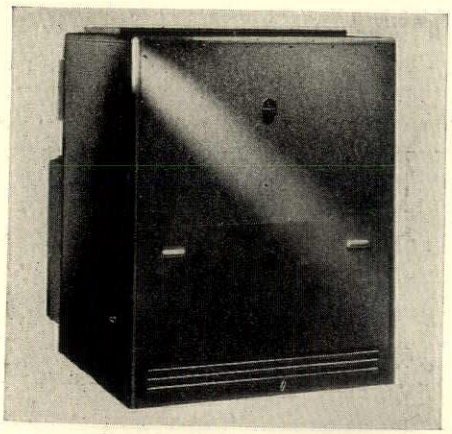

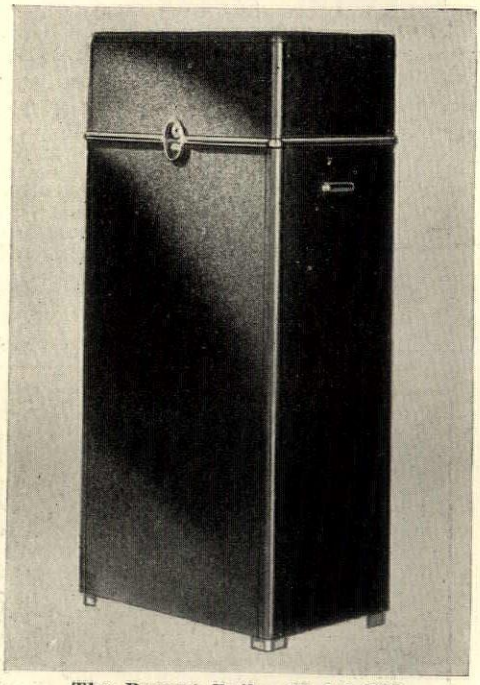

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STATEMENT OF THE OWNERSHIP, MANAGEMENT, CIRCULATION, ETC., REQUIRED BY THE ACT OF CONGRESS OF MARCH 3, 1933

Of Weekly Bulletin, Michigan Society of Architects, published weekly at Detroit, Michigan for October 1st, 1936.

State of Michigan
County of Wayne, ss.

Before me, a Notary Public in and for the State and county aforesaid, personally appeared Talmage C. Hughes, who, having been duly sworn according to law, deposes and says that he is the Editor and Publisher of the Weekly Bulletin, Michigan Society of Architects and that the following is, to the best of his knowledge and belief, a true statement of the ownership, management (and if a daily paper, the circulation), etc., of the aforesaid publication for the date shown in the above caption, required by the Act of August 24, 1912, embodied in section 411, Postal Laws and Regulations, printed on the reverse of this form, to wit:

1. That the names and addresses of the publisher, editor, managing editor, and business managers are:
Publisher, Talmage C. Hughes, 120 Madison Avenue, Detroit;
Editor, Talmage C. Hughes, 120 Madison Avenue, Detroit;
Managing Editor, None;
Business Manager, E. B. Fauquier, 120 Madison Avenue, Detroit.

2. That the owner is: (If owned by a corporation, its name and address must be stated and also immediately thereunder the names and addresses of stockholders owning or holding one per cent or more of total amount of stock. If not owned by a corporation, the names and addresses of the individual owners must be given. If owned by a firm, company, or other unincorporated concern, its name and address, as well as those of each individual member, must be given.)

Michigan Society of Architects, 120 Madison Avenue, Detroit.

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3. That the known bondholders, mortgagees, and other security holders owning or holding 1 per cent or more of total amount of bonds, mortgages, or other securities are: (If there are none, so state.)

None.

4. That the two paragraphs next above, giving the names of the owners, stockholders, and security holders, if any, contain not only the list of stockholders and security holders as they appear upon the books of the company but also, in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting, is given; also that the said two paragraphs contain statements embracing affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bona fide owner; and this affiant has no reason to believe that any other person, association, or corporation has any interest direct or indirect in the said stock, bonds, or other securities than as so stated by him.

5. That the average number of copies of each issue of this publication sold or distributed, through the mails or otherwise, to paid subscribers during the twelve months preceding the date shown above is (This information is required from daily publications only.)

TALMAGE C. HUGHES, Editor.

Sworn to and subscribed before me this 2nd day of October, 1936.

MILDRED E. LORENZ.

(My commission expires March 8, 1940.)

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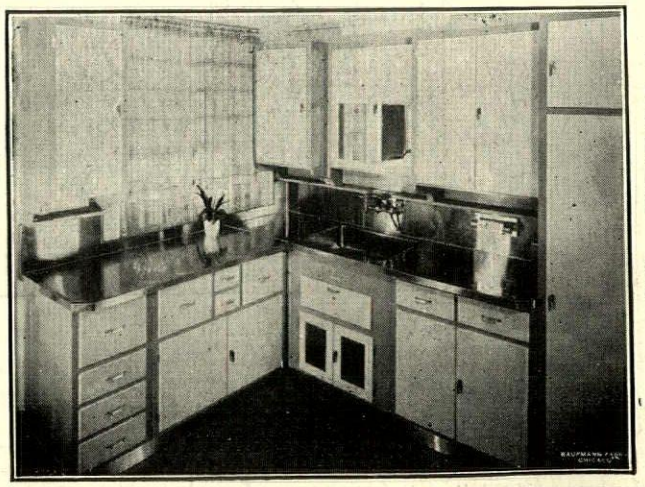

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Vol. 10 DETROIT, MICH., OCTOBER 20, 1936 No. 42

MILLION RENTERS HELD PROSPECTS TO BUY HOMES

Persons in $1,000 to $2,500 Income Group Declared in Need of Houses

Almost every real American family hopes some day to know the thrill of owning a home. The dream includes the happy experience of choosing a lot in some wooded suburb or along a picturesque river edge or lake, of studying plans and finding just the right layout to meet particular needs, and of watching the progress of the new house from cellar to roof.

Then comes the joy of stepping for the first time into the new living room, of looking out of the windows at the view, of poking into closets upstairs and down, of choosing the wall paper and colors for the woodwork, of holding family counsel as to which of the old familiar furnishings can be carried over into the new home and which must be discarded for more modern and more interes in equipment.

To judge from the active interest displayed wherever small homes are in process of construction in cities throughout the United States it appears that there are more of these home-minded families than the casual observer might expect, and indications are also that the demand for small, artistic, low-cost homes is at present the most outstanding real estate trend of the times.

When the government opened its Longview Homesteads in Washington State there were 450 applicants for these sixty lumber-built homes. The three small houses just being completed at Bethesda, Md., a suburb of Washing on, D. C., are a recent illustration of a similar kind of demand.

Architects' Luncheon

Tuesday, October 20—12:15 P. M.

Intercollegiate Alumni Club
13th FLOOR PENOBSCOT BLDG.

Attend this meeting, as it is important after suspension of meetings during summer.

Built by the National Lumber Manufacturers Association as a demonstration of low-cost home building in lumber, following plans outlined by the Federal Housing Administration in its Technical Bulletin No. 4, there has been a constant stream of would-be purchasers calling at the National Lumber Manufacturers Association headquarters since ground for the houses was broken, and the names on the list of applications to build or buy similar houses number well over 100.

On the assumption that there has developed during the depression years a deficit of housing of 2,000,000 family units, based on income data of the Brookings Institution Study from Rentals and Value of Owned Homes as given in the 1930 Census Reports, approximately one-half of the new units, or 1,000,000 homes, should be built for families in the income group of $1,000 to $2,500, since just over half of the non-farm tenant families fall into this income class group.

"THE DRUNKARD"

Builders' and Traders' Theatre Party

THE PLAYERS THEATRE

Tuesday Evening, October 27th

To attend this performance of
"THE DRUNKARD"

It will be in order to dress in character of old times or hard times.

LADIES INVITED

Make your reservations now at Builders' and Traders' Exchange

In the smallest houses there is a large living room, two bedrooms, a bath and good-sized ki chen. The walls are tinted a clear light buff; woodwork is white; floors are hardwood, well laid and finished; there is a generous number of light sockets in each room; each bedroom has its closets. Adjoining the bathroom is a storage closet for linens and in the kitchen space for brooms and pans. Sink, range and refrigerator are conveniently arranged. The cellar has a modern heating plant.

Each of the other houses has two stories and a basement. The plan for the one includes a living room with dining alcove paneled with lacquered plywood and wood wainscot, a modern kitchen, and two bedrooms and bath on the second floor. The other boasts a full sized dining room as well as large living room and kitchen, and has three bed-

(Continued on Page 10)

BUILDERS' AND TRADERS' EXCHANGE OF DETROIT

Albert Beever, President; H. Eugene Webb, Vice-President; Leo Rowley, Vice-Pres.; John Wenzel, Treasurer; Directors: Herman Banbrook, Gage Cooper, Edgar Lenvenworth, Bert Haberkorn, Ray Spitzley Edwin J. Brunner, Secretary.

439 Penobscot Bldg., RAndolph 5500 **Edited by E. J. Brunner**

FINAL GOLF OUTING

Ye falling autumn leaves on the perfectly green fairways and greens of Brooklands reminded all of us that the bally old clubs would soon be stored for winter. And so we ended the 1936 season with lots of fine vim and vigor, some fun intertwined just as it should be.

It was Jess Stoddard Day from the tee-off to the last "good-night." Jess came through admirably with a never lowering punch bowl, and for such as can not get their heads into such bowls—well, there were bottles. Bottle feeding still has its place.

At the big banquet, Jess was royally honored with the march of handshakes, and later in the evening he got off a really good speech—and Jess can do just that.

Bill Seeley was unanimously elected golf chairman for next year.

Among the guests present at the dinner were: Harlan S. Smi h, Contractor; Mr. Brooks, guest of H. S. Smith; Leo Heenan, Architect; J. L. Meehan, N. Y. C. Lines; Wm. W. Busch, John D. Busch & Sons; Ralph MacMullan, General Builders Assoc.; Mason P. Rumney, Detroit Steel Products; Al Beever, Beever Plastering Co.; Frank Stratton, Frank Stratton Co.; Bill Goodson, Grand Rapids Plaster Co.; H. C. Howell, Square D Co.; Mr. Mulder, Almont Mfg. Co.; Mr Tarnow, Tarnow Elec.ric Co.; Mr. Kerr, Tarnow Electric Co.; Bill Cleveland, Taylor & Gaskin; Mr. Kotting, Schuster Equipment Co.; E. J. Brunner, Builders' and Traders' Exchange; Steve Taylor, Taylor & Gaskin; Mr. Lenover, Ohio Hydrate Co.; D. J. McNaughton, Peterson Co.; Mr. Bale, Grand Rapids Plaster Co.; Mr. O'Toole, Triangle Electric Co.; Mr. Bowman, Druggist; Bill Jaeger, Giffels & Vallet, nc.; R. D. Bradshaw, Petoskey Portland Cemen: Co.; G. Jacobs, Ludowici-Celadon Co.

Prizes were distributed as follows:

FIRST FLIGHT—First Prize, Munro Aird; Second Prize, E. S. Frey; Third Prize, John Hoppin.

SECOND FLIGHT—First Prize; L. A. Graham; Second Prize, H. H. Miller; Third Prize, John Moynahan.

THIRD FLIGHT—First Prize, A. B. Johnson; Second Prize, Ray Redwood; Third Prize, Talmage Hughes.

Consolation: Francis Bagby, Ed. Horning, Emil Schultz, H. Banbrook, Al. Brodine, R. H. Hidey, W. Pratt, Paul Sewell, S. K. Wescott, J. Ivan Dise, L. Snell, H O. Nelson.

The grand trophy cup passed into the hands of Charles Sestok of Certain-teed where it rests until Spring.

The box scores are as follows:

Donald Graham, Graham Plastering Co.	78
A. H. Aldinger, Jr., Walbridge-Aldinger Co.	80
Chas. Sestok, Jr., Certain-teed Prod.	82
Al. Brodine, Huron Portland Cement Co.	83
M. Aird, Munro Aird	85
E. S. Frey, Hestrick Lumber Co.	86
Emil Schultz, General Contractor	86
Jerry Sandorf, Seyburn & Schulman	88
W. Lundquest, Metropolitan Clay Products	89
Wm. F. Seeley, Western Waterproofing Co.	90
C. J. Geyman, Detroit S eel Products	90
John Hoppin, John Hoppin	91
E R. Edge, F. M. Sibley Lumber Co.	92
Geo. Emery, City of Detroit	93
H. B. Sutherland, Hurd Lumber Co.	93

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DETROIT BUILDERS, INC.—10403 Charlevoix Ave., LEnox 9494.

PETER A. KOCKX & SONS—4697 Dickerson Ave., MUrray 3748, TUxedo 2-0163.

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DETROIT LUMBER CO., VI. 1-2090.

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HURD LUMBER CO.—6425 W. Vernor Highway, VInewood 1-4120.

C. W. KOTCHER LUMBER CO.—2137 Gratiot Ave. FItzroy 3390. Established 1864.

O'HARA-QUINLAN LUMBER CO.—14811 Meyers Rd., HOgarth 5110.

RESTRICK LUMBER CO.—1000 W. Grand Blvd., LAfayette 0500.

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IRONITE WATERPROOFING AND RESTO-CRETE

WESTERN WATERPROOFING CO. 410 Murphy Bldg., CAdillac 9646.

PLUMBING, HEATING AND VENTILATING

E. B. REID.—8817 Mack Ave., PLaza 2537

R. K. Milward, United States Radiator Co. 93
Darwin Gothro, Builders' and Traders' Exch. 95
W. A. Sabo, American Gypsum Co. 95
Francis Bagby, Western Waterproofing Co. 96
Carl Barry, Allied Construction Industries 96
O is Smith, Weldit Acetylene Co. 97
H. H. Dickinson, H. H. Dickinson Co. 97
L. A. Graham, Detroit Lumber Co. 100
Walter Pratt, Concrete Steel Fireproofing Co. 100
H. Banbrook, Banbrook-Gowan Co. 101
H. H. Berger, Sibley Lumber Co. 101
L. Snell, Johns-Manville Co. 101
J. Ivan Dise, Architect 102
J. H. Gowan, Banbrook-Gowan Co. 102
A. W. Hardy, Economy Blue Print Co. 103
F. W. Ring, Almont Hardware Co. 103
H. O. Nelson, Nelson Co. 104
Bruno Kullen, Kullen Fuel & Supply Co. 104
H. H. Miller, Masonite Corp. 105
P. H. Petherick, U. S. Radiator Co. 108
John Moynahan, J. F. Moynahan & Sons 109
Ned Rohrmoser, Builder 109
Ray Redwood, Acme Clay Products Co. 110
Paul Sewell, Architect 111
Jim Hemstreet, Koenig Fuel & Supply Co. 111
Bruce Walters, Johns-Manville Co. 111
W. C. Restrick, Restrick Lumber Co. 112
R. K. Wescott, Almont Mfg. Co. 113
J. H. Becker, Michigan Central Railroad 115
A. B. Johnson, N. Y. C. Lines 117
R. H. Hidey, R. H. Hidey Co. 117
E. B. Fauquier, Architects' Bulletin 118
Jess Stoddard, Detroit Testing Laboratory 119
Tom Murray, Huron Portland Cement Co. 125
Ed. Horning, Detroit Lumber Co. 127
Anthony Dohmen, Architect 133
Tal. Hughes, Architect 135
N. Ermatinger 146

NEW ROOF INSULATION

The Whiteacre-Greer Fireproofing Company of Waynesburg, Ohio has developed a new heat insulating roof deck which is a hard burned lightweight clay tile product, called KALEX. This new material is also being used for fireproof floor construction, especially in better residence work.

KALEX will be handled by the Construction Materials Company, 634 New Center Building, Telephone MAdison 4373, and their activities will be managed by George C. Cossaboom, in addition to his other established lines.

M. Den Braven & Co.

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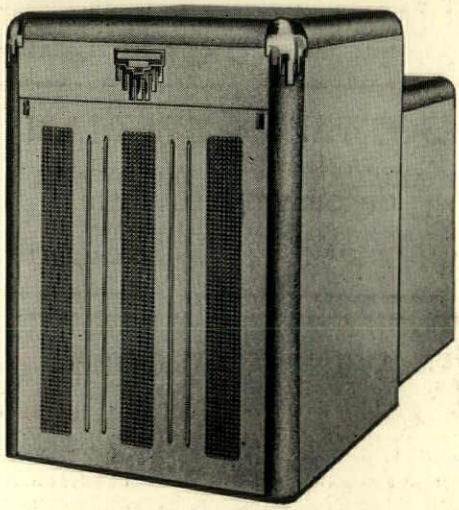

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Tests indicate performance, economy and durability heretofore unknown in the air conditioning field.
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"PENNY-PINCHING HERE"

EDITOR'S NOTE: The following is copy from one of a series of advertisements sponsored by the Architectural Forum and appearing in Time and Fortune. In our former issue of the Bulletin there appeared one of this series, "And Then They Had a Baby," without giving credit to those publications. The omission was unintentional and defeated our own purpose, that of bringing out the fact that Forum, through Time and Fortune, is doing for the architectural profession something of great value, which architects have not been successful in doing for themselves. They are telling the layman something about what the architect has to offer. For this they deserve our sincerest gratitude.

There was the house and it looked thoughtfully planned, solidly built. But unsightly, dismaying to its owners was the patch of cracked plaster that kept reappearing over a large area of the living room ceiling.

Helpful friends said new plaster had a way of doing that. The owner summoned the plasterer. Guiseppe, the plasterer, shrugged helplessly as at a natural "act of God" misfortune.

An architect could have explained. An architect could have prevented it in the first place. But there hadn't been an architect. The owner had used some ready-made plans which "just needed a bit of juggling around." In the juggling, the bathroom had been shifted just enough so that all the weight of heavy plumbing was poised on one floor beam. Trouble to come.

It's human to try to save when you build or remodel. But unwise saving spells trouble later. It is unwise to think you can "get along" without a good architect.

No architect would be fatuous enough to promise that his services can work magic on every inch of plaster, wood, brick, paint. The architect is no magician. But he is a specialist in a dozen departments of building. He is the one man who can watch over the dozen from blue-prints to moving in; who can watch out for trouble spots, plan to prevent them.

A good architect knows materials, costs; he checks on stress and strain spots; he represents your interests in comparing estimates. He is an expert on the unseen vitals of a house—the plumbing, heating, insulation, drainage—mysteries to most lay people. Sometimes he can save you enough to pay his own fee. Often he can spare you disappointment—that keenest of personal disappointments when something goes wrong with the house you've waited for, saved for, dreamed of.

It's penny-wisdom to skip the architect—for in his brains, skill and experience lies your safest insurance.

THE ARCHITECTURAL FORUM
Published by TIME Inc., 135 East 42nd Street, New York City

This advertisement is one of a series by the Architectural Forum in the interest of better building.

—Reprinted from Time and Fortune.

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ARCHITECTURAL HARDWARE
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J-M Asphalt Tile—Magnesite Composition
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Pat O'Brien—Ross Alexander in "The China Clipper"
SATURDAY OCTOBER 24
Stuart Erwin in "Women Are Trouble"
11 P. M.—Henry Hull in "Werewolf of London"
SUN.—MON.—TUES. OCT. 25—26—27
Rex Ingram in Marc Connelly's "The Green Pastures"

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"Most Modern Finish Factory in Michigan"
Special Millwork, Cabinets and Stairs
No Charge for Service or Shop Drawings
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"Most Modern, Complete Display Rooms in the Middle West"
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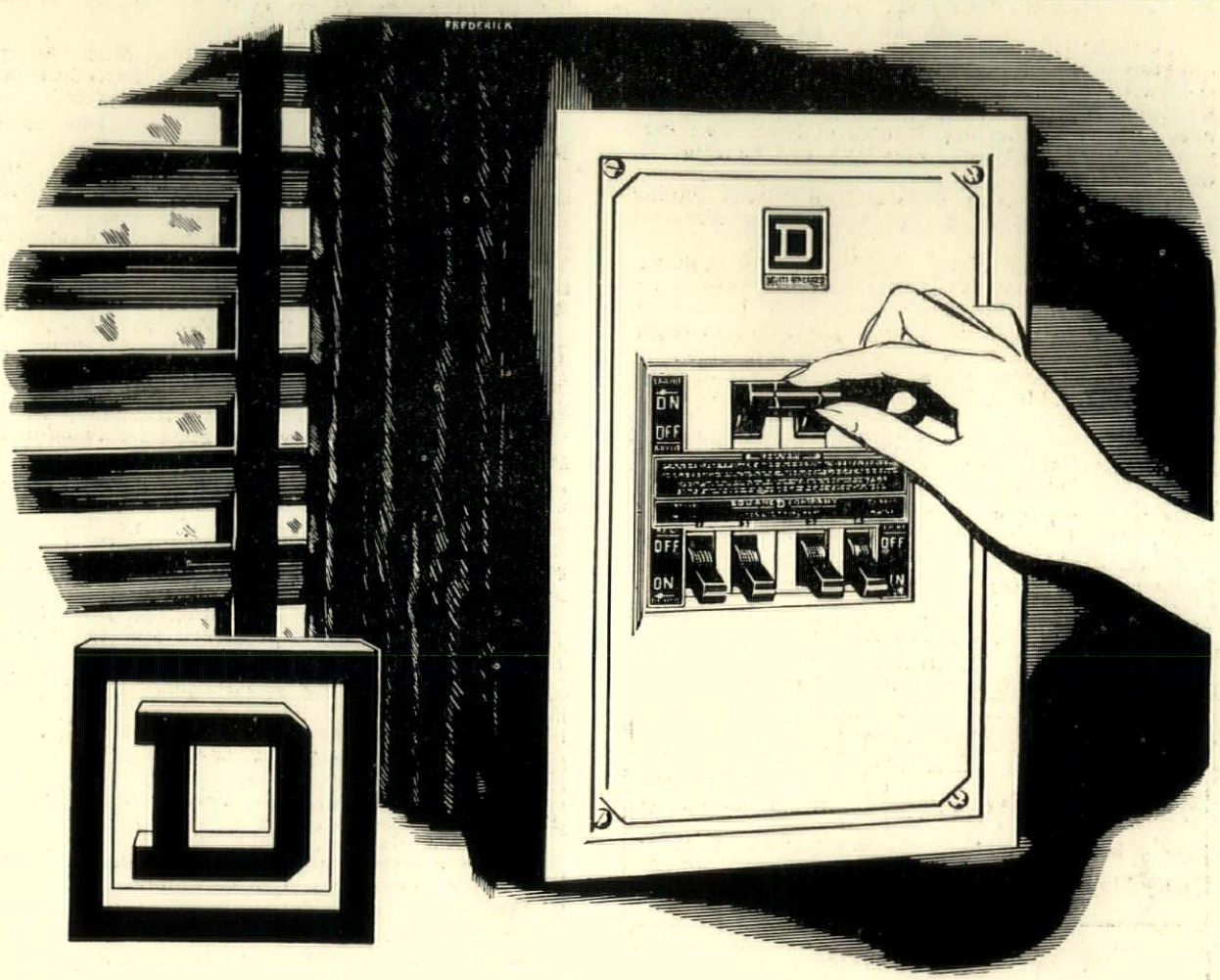

Modern Homes Demand the Modern

MULTI-BREAKER LOAD CENTER

Bulletin CA-543 fully describes the Multi-breakeR or a Square D sales engineer will be glad to show you a sample.

It eliminates the old fashioned fuse box and fuses. With the Multi-breakeR the current can be restored as easily as turning on or off the lights—instantly. There is nothing to replace, for the Multi-breakeR is a new form of circuit breaker, costing little or nothing more than a good entranceswitch and fuse installation. It is absolutely safe. And it can be installed anywhere in the home, for it is small and attractive.

SQUARE D COMPANY

6060 RIVARD ST. PHONE: TRINITY 2-0400 DETROIT, MICH.

200 IONIA ST. N.W. PHONE: 8-1173 GRAND RAPIDS

ARCHITECTS' REPORTS

Agree, Chas. N., 1140 Book Tower, CA. 9263.—Contracts on drug s.ore, Fenkel and Wyoming: Masonry, Builders' Construction Co. (J. E. Polk); iron and steel, Sterling Structural Steel Co.; carpentry, A. B. Balbierer; plumbing and heating; M. Garelik Co.

Same.—Contracts on Federal Dept. Store: Paving and grading, Sachs & Lodewik; flags, National Decorators Co.

Same.—Revised plans on Mercantile building, 13624-34 Michigan Ave., cor. Heckel, Dearborn.

Same.—Paving and fence work, D. S. R. Garage, La Belle and 2nd. WPA Project 1286. Let to Sachs & Lodewik.

Same.—Preparing plans for one story and basement store building, 59x140, Grand River Ave., east of Southfield.

Same.—Preparing plans for one story and basement store building, Grand River and Southfield, to be occupied bv Cunningham Stores.

Same.—Preparing plans for 4 stories and basement, Grand River Ave., Archdale, 83x120.

Same.—Taking bids for installation of gas unit heater, 13858 Woodward, H. P., Pansy Shops.

Same.—Taking bids on drug store, Fenkel and Wyoming. West Town Theatre, owners.

Barnes, C. F. J., 415 Brainard, TE. 1-9898.—Plans are being prepared for the following:

BLOCK & BRICK INC.
MAKERS OF
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Products manufactured from the White Sands of Lake Michigan. Lighter in weight and color.

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5935 Milford St. Detroit
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Five House Terrace, Grosse Pointe, Mich. Seven rooms each, 2 baths, toilet, Brk. V. Forced H. A. heating, garages—$50,000. Nearly completed.

Three houses 30x32, Alpena, Mich. One bath, Brk. Fireplaces—$15,000.

Fourteen Frame Houses, Five Points, Mich. Size 24x30—one story, forced air heat, one bath—$45,000. Completed.

Same.—Plans for warehouse, 65x100, 3 stories. Ready about Nov. 15.

Same.—Plans for residence, Lincoln Park, 30x40, 2 baths, 8 rooms. Completed.

Bennett & Straight, 13526 Michigan Ave., OR. 7750.—Bids due Oct. 27 on addition to school at Pinconning, Mich.

Same.—Preparing plans for addition to Detroit Osteopathic Hospital, Third and Highland, H. P. Two stories and basement, designed for two future stories, 120x43 with L connecting present 61x43.

Clinte, P. H., Architect and Engineer, Battle Creek.—Remodeling residence for Mr. Barry, Union City.

Same.—Remodeling moving picture theatre for Mr. Harry Mintz, Chicago, Ill. Glass and stainless steel front, acoustical interior treatment.

Crane, Howard C., Inc., 112 Madison, RA. 2750.—Plans for theatre, East Jefferson and Lakepointe, held up temporarily.

Same.—Plumbing and heating on Center Theatre, Woodward near Blvd. let to R. L. Spitzley Co.

De Rosiers, Arthur, 1418 Macabees Bldg., CO. 2178.—Bids closed on 6 room addition to St. Frances de Salles School.

Same.—Auditorium, bet. Belton and Tireman. Bids closed.

Derrick & Gamber, Union Guardian Bldg., CA. 3175.—Preparing sketches for alteration and addition to two residences, Grosse Pointe.

Same.—2-story residence, 30x55, Grosse Pointe, for Anne W. Dyar. Taking figures.

Same.—Plans for 2-story residence, Sherwood Forest.

Donaldson & Meir, 1601 Washington Blvd. Bldg., RA. 1446.—Sketches for church seating 1,400.

Giffels & Vallet, Inc., L. Rossetti, Associate, 1000 Marquette Bldg.—Preparing plans for alterations and additions to foundry at plant of Kelsey-Hayes Wheel Co.

Economy Blue Print Co.
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HEATING SYSTEMS
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Same.—Preparing plans for alterations and additions at plant of Wolverine Tube Co.

Same.—Preparing preliminary plans and estimates for manufacturing plant extensions near Cleveland, Ohio.

Same.—Preparing preliminary plans and estimates for new manufacturing plant at Sandusky, O.

Same.—Taking bids for structural steel required for Motor Room and Accumulator Building for Standard Tube Company.

Same.—Taking bids for structural steel required for new manufacturing plant for Herron-Zimmers Moulding Company.

Same.—Preparing plans for Power House Addition at Mt. Elliott Plant of Midland Steel Co.

Same.—Preparing plans for new factory and office building for Detroit Tool & Mfg. Co.

Same.—Preparing plans for new factory and office building for Herron-Zimmers Moulding Co.

Same.—Preparing plans for power house extension at Mack Ave. Plant of Briggs Mfg. Co.

Same.—Preparing plans for air conditioned office building for glass company at Charleston, W. Va.

Same.—Standard Tube Co. let contract for new steel mill foundations at Highland Park to R. H. Hidey.

Same.—Preparing preliminary plans for parking structure downtown Detroit. Owner's name withheld.

Same.—Preparing plans for four story brick and concrete structure for toilet rooms. Owner's name withheld.

Same.—Preparing plans for wirepickling installation in Steel Mill at Rouge Plant of Ford Motor Company.

Same.—Preparing plans for switch gear installations to serve foundry at Rouge Plant of Ford Motor Company.

Same.—Taking bids on structural steel and architectural trades for addition to Power House at McGraw Avenue Plant of Kelsey-Hayes Wheel Co.

Same.—Taking bids on structural steel for alterations and additions to Foundry at Military Avenue Plant of Kelsey-Hayes Wheel Co.

Same.—Preparing plans for alterations to Pressed Steel Building at Rouge Plant for Ford Motor Company.

Same.—Preparing plans for new steel mill foundations, motor rooms, building alterations, etc., for local manufacturer.

Same.—Preparing plans for new factory and office building for local manufacturer.

Same.—Preparing plans for new boiler installation for local steel company.

Same.—Preliminary plans completed for proposed paper storage and pulp grinding plant for manufacturer in southern Ohio.

Harley & Ellington, 1507 Stroh Bldg., RA. 9030. —Bids closed on residence, Bloomfield Village.

"I believe no one knows better than the architect how essential planting is to a proper setting for his building."

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LANDSCAPE ARCHITECT
GARDEN DESIGNER
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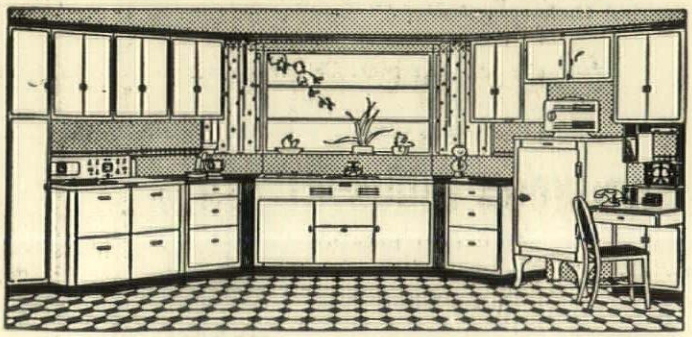

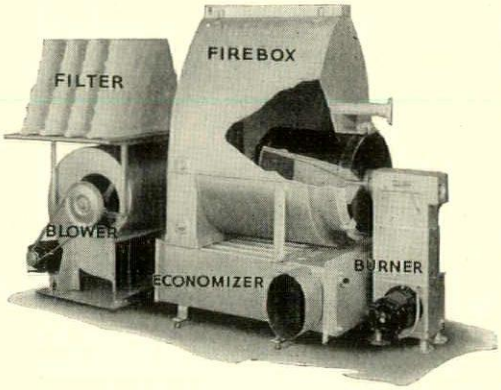

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This responsibility eases the architect's task at every stage, from framing the house to final test.

It insures a correct engineering layout. It saves time for builders and sub-contractors. It reduces supervision to a matter of form. And it guarantees a finished job that will please the owner.

Every unit in Tempered-Aire is coordinated with every other unit. Oil burner, furnace, economizer, humidifier, filter and blower are enclosed in one compact cabinet. The Gar Wood duct system, built to standard building measurements, is installed in one stage and unites with the cabinet without "tailor-made" trunk lines.

Gar Wood field engineers cooperate with architects and builders throughout and Gar Wood service protects the owner when the house is built.

That's why archi'ects prefer Tempered-Aire —because the system and its builders stand behind them.

AIR CONDITIONING DIVISION

GAR WOOD INDUSTRIES, Inc.

Detroit Branch
409 Connecticut Avenue

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Same.—Bids closed on residence for Mr. Hawley.

Haughey, Harvey J., 112 Madison, RA. 1047.—Nine room residence, air conditioning, attached garage, brick veneer—Warrington Drive. Hannan's Golf Club Sub. Plans completed about Oct. 17.

Jameson, L. B., 8580 Jos. Campau, MA. 9146.—Bids due on gas station for E. S. Friskhorn, Oct. 7.

Same.—Several small houses ready for figures.

Same.—Eight stores, Miller and Van Dyke: Contract on plumbing and heating, American Heating & Plumbing Co.; structural steel, M. H. Wilkins; sash, Detroit Steel Products Co.

Keyes, Hugh J., 747 Free Press Bldg., RA. 7415.—Preparing plans for residence forA Dr. J. Stewart Hudson, Lothrop Ave., Grosse Pointe Farms. Lot 146x70. Ready about Nov. 15.

Malcomson & Higginbotham, Inc., CA. 9651.—Preparing working drawings and specifications for a City Hall at Benton Harbor, Mich. PWA project.

Same.—Preparing working drawings for Home for the Aged. Owners, Kings Daughters and Sons, Detroit.

Same.—Preparing sketches for residence for Dr. Earl McKenzie.

Mason, Geo. D. & Co., 409 Griswold, RA. 7850.—Bids closed on Detroit College of Law and Y.M.C.A. offices, Elizabeth St.

Sarvis, Lewis J., 201 Bailey Bldg., Battle Creek, Mich.—Taking bids on the following: Concrete parking lot built over the river for A. C. Hebble.

General construction, plumbing, heating, ventilating and electrical for $200,000 hospital for Battle Creek General Hospital Assoc.

Special store interiors for Fred I. Griswold.

Remodeling a residence for Dr. Robert Frazer.

Remodeling a residence for Miss Emma Brooks, Marshall, Mich.

Schilling, Edw. A., 409 Griswold, CH. 7390.—Church, South Range, Houghton Cy., Mich. Construction to start in early Spring.

Schley, Cyril Edward, 605 Lafayette Bldg., CA. 8499.—Taking figures on residence, Chandler Drive. O. M. Valliquette, owner.

Same.—Taking figures on all trades, residence, Grand Marais Blvd. L. A. Irion, owner.

Wright, Frank H., 418 Fox Bldg., CH. 7414.—Taking figures on alteration to store for Dr. Mackewicz, Chene St.

Same.—Plans for two residences, Woodcroft Sub. Estates, Flint.

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TO ARCHITECTS REGISTERED IN MICHIGAN

This is a call to arms to dig down and extract three dollars.

It is a ten to one shot that any architect you meet has not paid his dues for 1936 in the Michigan Society of Architects.

Mr. Thornton has made considerable effort to collect dues but the results have been rather discouraging. We need the support of all registered architects to strengthen our laws to protect the public and educate them to the advantage of architectural service. By cooperation and a little capital, we may develop collective advertising for the architect and solve many other problems.

The present administration expects to arrange an educational and social program for the Fall and Winter. Plans will be announced later.

As well as active members and cash, we want suggestions. If you are an associate and feel that you cannot spare the three dollars to become active and yet have a suggestion—send it in. We need it. It is better to have an associate who will suggest than an active who will just jest.

Yours truly,
Cornelius L. T. Gabler,
Secretary
Michigan Society of Architects

ARCHITECT TALKS TO KIWANIS CLUB

Many of the new things in architecture are not new except in application, William C. Zimmerman, practicing Pontiac architect and member of Kiwanis club told his fellow Kiwanians recently in a discussion of present day trends and the architect's work. Air conditioning was common in schools 20 years ago, and 10 years ago the air tight windowless Simmons Saw company factory was found a satisfactory type of structure, he said.

Some of the new things introduced during the depression will survive, he said, though some of the new materials developed have already been abandoned because found impractical or too costly. Insulation in many varieties—cork, fiber, rock wool and others—has come to stay, he said, because insulation will pay for itself in a few years in fuel savings. Structural glass is better than tile, but costlier, he pointed out. Kitchen and bathroom fixtures have been greatly improved, and heating systems using oil and automatic stokers perfected. He spoke most on the advance in heating and in residential air conditioning.

Preparing blue prints, popularly considered the architect's sole job is really only about a fifth of his work, Mr. Zimmerman said. His work really starts with advising his client on what will meet his needs and extends through designing the building, preparing specifications, making a contract and then seeing that the contract is carried out.

He warned against jerry builders, and against accepting cost estimates given with house plans in magazines. In answer to questions after his talk he seemed to favor building houses with basements rather than on a concrete slab laid on the ground, considering both original cost and heating and insulating problems.

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MILLION RENTERS HELD PROSPECTS TO BUY NEW HOMES

(Continued from Page 1)

rooms on the second floor, with closet space and bath.

These two-story houses have papered bedrooms. In the one house the patterns are a gay little all-over design of daisies with yellow centers in one room and a buff plaid in the other. In the second house the designs are small patterned French effects in gray-blue, flat yellow and tans.

The three houses are built of wood, and even in the high priced building area of Washington the total costs run under government estimates of $2,500 and $2,900, exclusive of the lots. The down payment is 20 per cent, and the monthly payment is $25, running over a period of twenty years.

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If other plumbing work is being done on the premises the charged will be 25c as for other water supplied or wasted fixtures. If a separate installation, the minimum fee of $2.00 shall be charged.

Furthermore, several companies have been furnishing a saddle connection on the water distribution line. Such connections are prohibited by both State Law and City Plumbing Code and must be condemned. Only approved water fittings are to be used on water supply lines.

Certain types of humidifiers are "Cross Connected," in that the water supply to the fixtures comes in below the top of the fixture. Such lines should be protected by a Venturi type vacuum breaker or have the water inlet above the top of the fixture.

All plumbing fixtures must be submitted to the Department of Buildings and Safety Engineering for test and approval before installation for use by the public.

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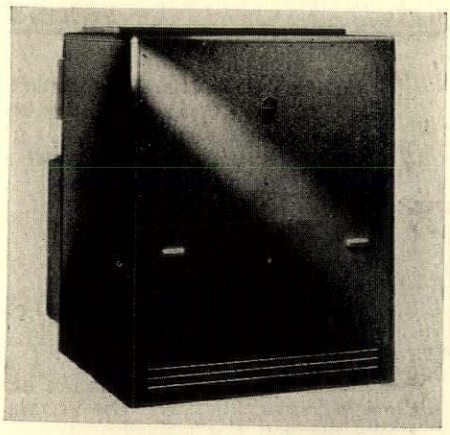

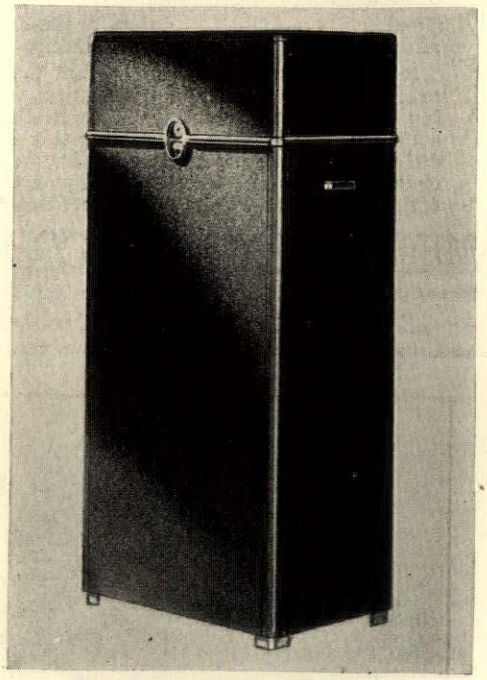

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TOMORROW'S HOMES

That much-discussed "house of the future" isn't going to be of a single type or material, as some prophets have implied. Ralph T. Walker, former president of the New York chapter of the American Institute of Architects, looks ahead and says the modern house may look like this:

"It will have some relation to where it is built. It will generally be unsymmetrical to take advantage of orientation, breezes, views and sites. Where wood is plentiful it will be built of wood. Where clay is plentiful it will be built of brick. Where materials have to be brought into a community, houses will be built of the cheapest imported materials. Where steel is necessary it will be used, and also some of the plastics of which we hear so much."

That prospect allows for a good deal of variety. The taste and preferences of individual homebuilders may still be expressed. There will be more materials than ever before from which to choose. It should be possible to have well-built and attractive homes at moderate cost. All this assures that a considerable portion of the population will continue to want houses on firm foundations and not merely trailers on wheels.

ARCHITECTS ADOPT ACCOUNTING SYSTEM

The American Institute of Architects has officially adopted a standard accounting system for architects developed by Edwin Bergstrom of Los Angeles, treasurer of the institute, and described as "pioneer work in the field of architectural practice."

"The issuance of this accounting system by the institute indicates the architect's intention to maintain his proper position of dominance in the building operation," says an announcement by the institute. "It marks recognition of the fact that an architect's function is much more comprehensive than is generally known.

"At present, uniform and accurate data for intelligent comparisons of the costs of rendering he various architectural services do not exist. The system, which has been in preparation for the last five years, will produce an accurate, informative and intelligible statement of the financial condition of a business at any date and of the results of its operations for past periods."

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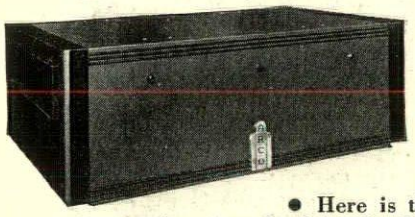

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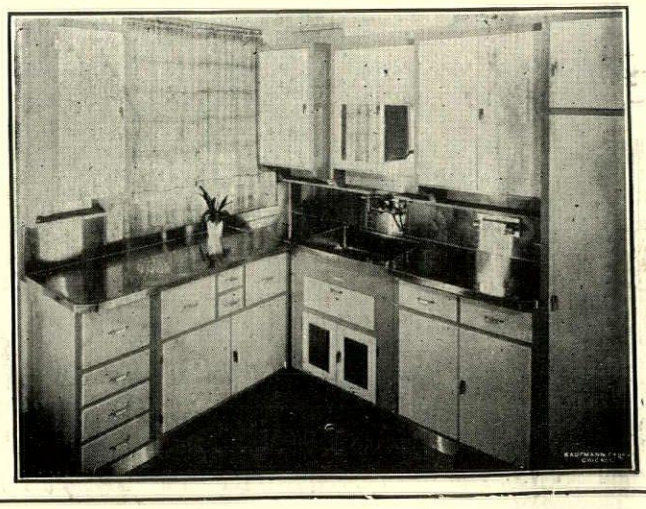

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Vol. 10 DETROIT, MICH., OCTOBER 27, 1936 No. 43

COMING BACK IN EARNEST

The first weekly luncheon of the season was held by Michigan Architects at the Intercollegiate Alumni Club on Tuesday, October 20. Among those present were the following: W. G. Malcomson, George D. Mason, Andrew R. Morison, Merle C. Weaver, Cornelius L. T. Gabler, N. Chester Sorensen, Edward A. Shilling, Alvin E. Harley, George J. Haas, Branson V. Gamber, George F. Diehl, Frank H. Wright, Louis Kamper, Talmage C. Hughes and Alex Linn Trout. Guests: Ralph A. MacMullen, Secretary, General Builders Association of Detroit and G. H. Rothfuss, of Michigan Roads and Construction.

A great deal of interest was in evidence with optimism toward better business in the architects' offices for the coming year. As to whether or not the architects will get their share of this work or whether outside interests will continue to encroach upon their field is a matter which will undoubtedly command the attention of the Architects in a program to be carried out in the near future.

Architects' Luncheon

Tuesday, October 27—12:15 P. M.

Intercollegiate Alumni Club
13th FLOOR PENOBSCOT BLDG.

Attend this meeting, as it is important after suspension of meetings during summer.

The necessary funds for a campaign has been a subject of much discussion in the past and from the interest shown at this meeting, it would seem that this is no longer a problem. Most of those present indicated their willingness to contribute from ten to twenty-five dollars toward such a fund, and this would undoubtedly be money well spent.

The Society and the Chapter have for some time considered the matter of employing a paid secretary, such as in other organizations in the engineering and building fields.

At this meeting, Mr. Louis Kamper was named chairman and he conducted strictly in accordance with the building code. He allowed anyone to shout as loudly as he pleased. Mr. Gamber spoke most enthusiastically concerning the newly organized. Engineering Society of Detroit which now has about one thousand members. He stated that architects should join this organization as it is doing a wonderful work and their support would be a great asset to the Architects. Mr. Gamber has been appointed chairman of their Civic Committee and he called for suggestions from those present.

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Many worth while matters were brought out, including Detroit's proposed Civic Center and Water-

(Continued on Page 4)

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439 Penobscot Bldg., RAndolph 5500 **Edited by E. J. Brunner**

BUILDERS' & TRADERS' EXCHANGE BOWLING LEAGUE

Wednesday, October 14, 1936

Thanks a lot, fellows, the attendance was grand. Although not 100% it was very good—and listen, when the absentees hear what a lot of fun we had they'll be sorry. Of necessity we replaced a few absentees with fellows who will show up regularly. Bill Goodson of Grand Rapids Plaster Co. and Herman Banbrook signed up to have fun with us for the rest of the year.

Now—just cast the lamps over these three game averages. Are they good or are they? Wait until we settle down and find all the hazards in this game. Oh, boy! Why, do you know some of the gang are talking about going to the A. B. C. this year? Sure—we are a sanctioned league now and will win prizes—we've started—yo ho

		Games	Pins	"Gey" Ave.
1.	Richardson, D.	3	624	208
2.	McGarrigle	3	547	182
3.	Heineman	3	545	182
4.	Ruhl	3	543	181
5.	MacMullan	3	539	180
6.	Gieseking	3	527	176
7.	Hesse	3	526	175
8.	Harriman	3	521	174
9.	Schuster	3	512	171
10.	Bruny	3	511	170
11.	Sabo	3	510	170
12.	Atkin	3	503	168
13.	Geyman	3	496	165
14.	Wenzel	3	492	164
15.	Squier	3	492	164
16.	Brodine	3	489	163
17.	Trowell	3	486	162
18.	Miller	3	479	160
19.	Johnson	3	479	160
20.	Seeley	3	466	155
21.	Galster	3	465	155
22.	Green, Ed.	3	462	154
23.	Thompson	3	462	154
24.	Darling	3	462	154
25.	Barry	3	455	152
26.	Gothro	3	436	145
27.	Green, F. A.	3	436	145
28.	Brouwer	3	435	145
29.	Anderson	3	429	143
30.	Lininger	3	424	141
31.	Marshall	2	274	137
32.	Stoddard	3	407	136
33.	Capp	3	398	133
34.	Mason	3	397	132
35.	Hemstreet	3	383	128
36.	Van Zile	3	370	123
37.	Beggs	3	366	122
38.	Sestok	3	364	121
39.	Jamison	3	360	120
40.	Brunner	2	236	118
41.	Beever	3	349	116
42.	Lea	3	345	115

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44.	Lund	3	317	106
45.	Brey	3	304	101

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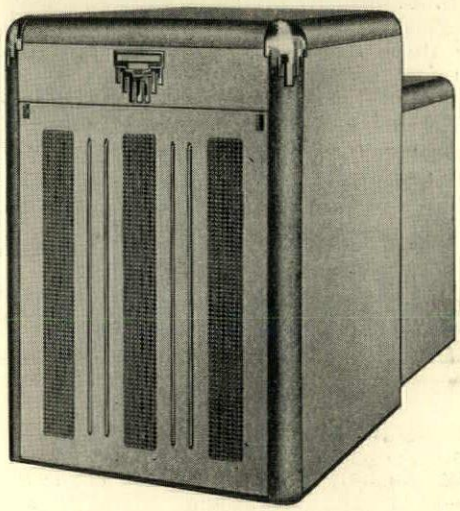

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COMING BACK IN EARNEST

(Continued from Page 1)

front which has been so ably handled by the Chapter chairman, C. William Palmer. Other suggestions included lighting of Detroit streets and the design of safety zones.

Mr. Alvin E. Harley who is on the Credentials Committee of the Engineering Society of Detroit, urged architects to take advantage of the opportunity to join that organization before the first of the year. Up to that time, there will be no initiation fee or membership fee and this is a splendid opportunity. Application blanks can be obtained from E. L. Brandt, secretary at Hotel Statler.

Mr. Sorensen spoke on the matter of zoning, saying that Commissioner Wolff of the Detroit Department of Buildings and Safety Engineering believes that the proper way to proceed with this matter would be to call for a vote of property owners in each block to determine their desires as to how their block should be zoned.

Mr. Mason stated that the Exposition in Cleveland is a wonderful stimulus to that city to clean out the shacks and beautify its' waterfront, which he stated makes for permanent beauty such as Detroit could also have.

To further the ideas presented at this meeting, it was decided to hold the next meeting of the Society and Chapter jointly and to invite all architects to attend. This meeting has been set for the evening of November 17.

President Morison stated that the building business is now coming back with a bang and that it has been his pet hobby to believe that a Code of Ethics was worthless without some means of enforcement, such as in the Legal and Medical professions. He believe that the architectural profession is the only one putting out an unknown bill of goods and asking a standard price for it. He states that in the grocery business a one pound can of goods must contain one pound, and similarly the architectural profession should have a measure that could be definitely enforced. So far, he says, the profession has set down a minimum of requirements with little means of inforcing even that.

With regard to payment of dues in the Michigan Society of Architects, it was brought out that perhaps fewer have paid the present dues of three dollars per year than were paid in former years when annual dues were fifteen dollars. This is a condition which should not exist and it is hoped that those who have not become active members by paying this small annual subscription will do so at once.

Mr. Merle C. Weaver, who is one of our newer members, was enthusiastic with regard to the matter, of raising funds for the important work which the architects of this state contemplate, and it was decided that a joint committee of the Chapter and the Society should be appointed for this purpose, to outline a definite program in the way of a budget, and a plan for raising funds.

These noon day meetings held every Tuesday at the Intercollegiate Club are not Chapter or Society meetings, but at assembly of Architects and it is urged that all those who are registered attend.

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11 P. M.—Edmund Lowe in "Mister Dynamite"

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Adolphe Menjou—Alice Faye in
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QUO VADIS

The prefabricated house seemed to me a bloodless thing sired by science out of industry, and did not exemplify any tenderness of feeling . . . So perhaps I did not insinuate that the whole idea seemed to me a monumental piece of folly, the result of loose thinking and shortsighted avarice. I deplored the exit of the architect from the world's stage, and the entrance of the robot. I indicated that the future of architecture perhaps is doomed; that its course can no longer be guided by men trained in its subtleties, but must be handed over to the sales managers of the great industries and their allies, the advertising copywriters. I sensed the conflict between the producers of one or another building material or system of construction. I thought of the power industry (the Power Trust some call it), intent on extending the use of electric current and consequently sponsoring houses without windows, artificially lighted, heated and cooled and ventilated mechanically. I thought of the great glass industry fighting to preserve its integrity in the face of this development, and advocating more and more glass, less and less masonry. I thought of the clash of ideals and appetites between these two titanic forces, and wondered what gentle, middle way might be left for the simple-minded architect.

I didn't really want to hurt anybody's feelings, but I did want to reflect a moment so that you and I and the rest of us might recognize Frankenstein when he comes along.

—Louis LaBeaume.

GAR WOOD SALES EXCEED LAST YEAR'S RECORD

Dollar volume of national sales of the air conditioning division, Gar Wood Industries, Inc., for the month of September of this year, was 56.8 per cent greater than for September 1935, according to Mr. Frank H. Dewey, manager of the air conditioning division. "The oil-fired, warm air automatic heating and air conditioning unit outsold all other Gar Wood heating uni s. This year's national sales increase is particularly gratifying because 1935 was the best year in our history," Mr. Dewey said.

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There are no substitutes for the services of an eyesight specialist, but proper lighting helps to protect eyes, good and bad, young and old.

THE DETROIT EDISON COMPANY

ARCHITECTS' REPORTS

Agree, Chas. N., 1140 Book Tower, CA. 9263.—Revising plans for store building, Dearborn, Mich. Bids to be taken Nov. 1.

Same.—Contracts on drug store, Fenkel and Wyoming: Glazing, Benz Gl. Co.; air conditioning and ventilating, J. Brode & Sons.

Same.—Preparing plans for Palmer Park Theatre, Hamilton and Hill Aves. Ready for bids Nov. 15.

Same.—Revised plans on Mercantile building, 13624-34 Michigan Ave., cor. Heckel, Dearborn.

Same.—Paving and fence work, D. S. R. Garage, La Belle and 2nd. WPA Project 1286. Let to Sachs & Lodewik.

Same.—Preparing plans for one story and basement store building, 59x140, Grand River Ave., east of Southfield.

Same.—Preparing plans for one story and basement store building, Grand River and Southfield, to be occupied by Cunningham Stores.

Same.—Preparing plans for 4 stories and basement, Grand River Ave., Archdale, 83x120.

Same.—Taking bids for installa ion of gas unit heater, 13858 Woodward, H. P., Pansy Shops.

Barnes, C. F. J., 415 Brainard, TE. 1-9898.—Plans are being prepared for the following:

Five House Terrace, Grosse Pointe, Mich. Seven rooms each, 2 baths, toilet, Brk. V. Forced H. A. heating, garages—$50,000. Completed.

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Three houses 30x32, Alpena, Mich. One bath, Brk. Fireplaces—$15,000.

Fourteen Frame Houses, Five Points, Mich. Size 24x30—one story, forced air heat, one bath—$45,000. Completed.

Same.—Plans for warehouse, 65x100, 3 stories. Ready about Nov. 15.

Same.—Plans for residence, Lincoln Park, 30x40, 2 baths, 8 rooms. Completed.

Bennett & Straight, 13526 Michigan Ave., OR. 7750.—Bids due Oct. 27 on addition to school at Pinconning, Mich.

Same.—Preparing plans for addition to Detroit Osteopathic Hospital, Third and Highland, H. P. Two stories and basement, designed for two future stories, 120x43 with L connecting present 61x43.

Crane, Howard C., Inc., 112 Madison, RA. 2750.—Plans for theatre, East Jefferson and Lakepointe, held up temporarily.

De Rosiers, Arthur, 1418 Macabees Bldg., CO. 2178.—Bids closed on 6 room addition to St. Frances de Salles School. Contract let in a few days.

Same.—St. Luke's school, bet. Belton and Tireman, let to Talbot & Meir.

Derrick & Gamber, Union Guardian Bldg., CA. 3175.—Preparing sketches for alteration and addition to two residences, Grosse Pointe.

Same.—2-story residence, 30x55, Grosse Pointe, for Anne W. Dyar. Taking figures.

Same.—Plans for 2-story residence, Sherwood Forest.

Donaldson & Meir, 1601 Washington Blvd. Bldg., RA. 1446.—Sketches for church seating 1,400.

Giffels & Vallet, Inc., L. Rossetti, Associate, 1000 Marquette Bldg.—Preparing plans for alterations and additions to foundry at plant of Kelsey-Hayes Wheel Co.

Same.—Preparing plans for alterations and additions at plant of Wolverine Tube Co.

Same.—Preparing preliminary plans and estimates for manufacturing plant extensions near Cleveland, Ohio.

Same.—Preparing preliminary plans and estimates for new manufacturing plant at Sandusky, O.

Same.—Taking bids for structural steel required for Motor Room and Accumulator Building for Standard Tube Company.

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Same.—Taking bids for structural steel required for new manufacturing plant for Herron-Zimmers Moulding Company.

Same.—Preparing plans for Power House Addition at Mt. Elliott Plant of Midland Steel Co.

Same.—Preparing plans for new factory and office building for Detroit Tool & Mfg. Co.

Same.—Preparing plans for new factory and office building for Herron-Zimmers Moulding Co.

Same.—Preparing plans for power house extension at Mack Ave. Plant of Briggs Mfg. Co.

Same.—Preparing plans for air conditioned office building for glass company at Charleston, W. Va.

Same.—Standard Tube Co. let contract for new steel mill foundations at Highland Park to R. H. Hidey.

Same.—Preparing preliminary plans for parking structure downtown Detroit. Owner's name withheld.

Same.—Preparing plans for four story brick and concrete structure for toilet rooms. Owner's name withheld.

Same.—Preparing plans for wirepickling installation in Steel Mill at Rouge Plant of Ford Motor Company.

Same.—Preparing plans for switch gear installations to serve foundry at Rouge Plant of Ford Motor Company.

Same.—Taking bids on structural steel and architectural trades for addition to Power House at McGraw Avenue Plant of Kelsey-Hayes Wheel Co.

Same.—Taking bids on structural steel for alterations and additions to Foundry at Military Avenue Plant of Kelsey-Hayes Wheel Co.

Same.—Preparing plans for alterations to Pressed Steel Building at Rouge Plant for Ford Motor Company.

Same.—Preparing plans for new steel mill foundations, motor rooms, building alterations, etc., for local manufacturer.

Same.—Preparing plans for new factory and office building for local manufacturer.

Same.—Preparing plans for new boiler installation for local steel company.

Same.—Preliminary plans completed for proposed paper storage and pulp grinding plant for manufacturer in southern Ohio.

Same.—Preparing plans for air conditioned office building for Glass Company at Charleston, W. Va.

Same.—Preparing plans for maintenance and storage building for Glass Company at Clarion, Pa.

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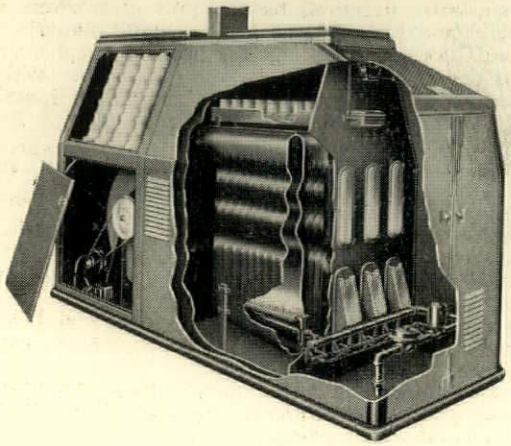

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Same.—Preparing plans for alteration and addition to foundry at plant of Kelsey-Hayes Wheel Co.

Same.—Preparing plans for mill alterations and addition to finish mill at local cement plant.

Same.—Preparing plans for several $10,000 class homes for local individuals.

Same.—Preparing plans for screening installations in Domestic Coke Building at Rouge Plant of Ford Motor Co.

Same.—Taking bids on architectural and structural trades for addition to power house at Mt. Elliott plant of Midland Steel Company.

Same.—Taking bids on work of mechanical trades for Herron-Zimmers Moulding Co. Mfg. plant.

Same.—Bids closed for work of the architectural trades for Herron-Zimmers Moulding Co. Mfg. plant.

Harley & Ellington, 1507 Stroh Bldg., RA. 9030. —Bids closed on residence for C. D. Hawley, Birmingham.

Same.—General contract on residence, Bloomfield Village, awarded to Jno. H. Russell.

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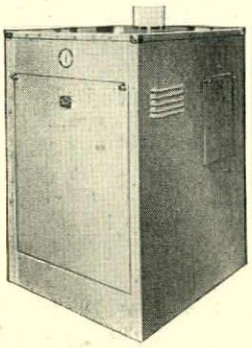

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Haughey, Harvey J., 112 Madison, RA. 1047.—Nine room residence, air conditioning, attached garage, brick veneer—Warrington Drive. Hannan's Golf Club Sub. Plans completed about Oct. 17.

Hughes, Talmage C., 120 Madison, CH. 7660.—Apartment building for John B. Terns. Allan G. Wood, plumbing contractor, let Briggs Plumbing Ware to Park and McKay. Electrical fixtures let to Taylor-Brown, Inc.

Jameson, L. B., 8580 Jos. Campau, MA. 9146.—Contract on gas station for E. S. Friskhorn, let.

Same.—Several small houses ready for figures.

Keyes, Hugh J., 747 Free Press Bldg., RA. 7415.—Preparing plans for residence forA Dr. J. Stewart Hudson, Lothrop Ave., Grosse Pointe Farms. Lot 146x70. Ready about Nov. 15.

Malcomson & Higginbotham, Inc., CA. 9651.—Preparing working drawings and specifications for a City Hall at Benton Harbor, Mich. PWA project.

Same.—Preparing working drawings for Home for the Aged. Owners, Kings Daughters and Sons, Detroit.

Same.—Preparing sketches for residence for Dr. Earl McKenzie.

Mason, Geo. D. & Co., 409 Griswold, RA. 7850.—Bids closed on Detroit College of Law and Y.M.C.A. offices, Elizabeth St.

Sarvis, Lewis J., 201 Bailey Bldg., Battle Creek, Mich.—Taking bids on the following: Concrete parking lot built over the river for A. C. Hebble.

General construction, plumbing, heating, ventilating and electrical for $200,000 hospital for Battle Creek General Hospital Assoc.

Special store interiors for Fred I. Griswold.

Remodeling a residence for Dr. Robert Frazer.

Remodeling a residence for Miss Emma Brooks, Marshall, Mich.

Schley, Cyril Edward, 605 Lafayette Bldg., CA. 8499.—Taking figures on residence, Chandler Drive. O. M. Valliquette, owner.

Same.—Taking figures on all trades, residence, Grand Marais Blvd. L. A. Irion, owner.

Weidmeir & Gay., 112 Madison.—Bids being taken on block of nine stores, Fenkel Ave., corner Wyoming and Washburn—Tile, brick, Macotta.

Wright, Frank H., 418 Fox Bldg., CH. 7414.—Figures on alteration to store for Dr. Mackewicz, Chene St., closed.

Same.—Plans for two residences, Woodcroft Sub. Estates, Flint, completed.

Same.—Alteration to Harris Grill, Fox Building. Plans in progress.

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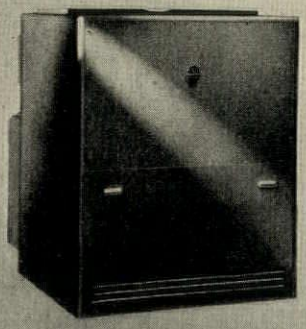

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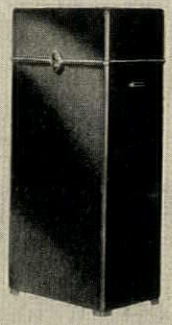

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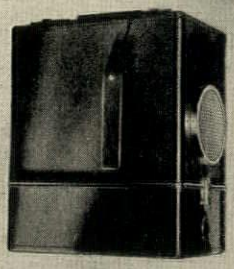

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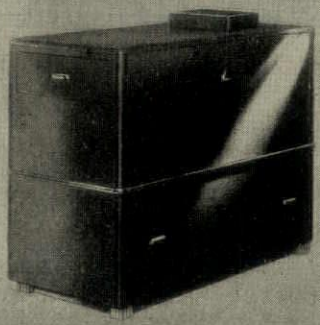

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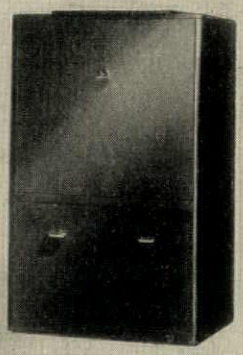

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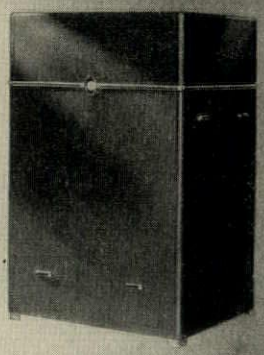

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PROPERTY ASSESMENTS

The National Association of Assessing Officers have just held their Third Annual Conference at the Hotel Statler in our city. Kenneth J. McCarren, Past President of the Detroit Board of Assessors is President of the National Association. The city owes Mr. McCarren a debt of gratitude and appreciation because of his successful efforts and interest in the Detroit convention. It cannot help but be of great value in the exchange of the latest scientific, progressive and efficient methods and improvements in this important civic profession.

Only those who are more directly interested will recognize the far-reaching effect in Detroit that such a Conference will have in this work. Carefully prepared papers and addresses were presented by masters and leaders of nearly every phase of this work. Of equal importance too was the discussed part of the program to each presentation.

Great achievements have already been accomplished, and more are now in progress. The old GUESS method has been largely superseded by the SCIENTIFIC. The human equation in assessment work is being reduced toward the minimum. The injustices of powerful influences seem slowly, but surely, disappearing. The modern assessment trend is decidedly toward greater uniform justice and equity.

Detroit has good reason to boast of its Board of Assessors and of their position with the leaders in this modern trend. Many new and novel methods in assessment work have been carefully developed and their importance, value, economy, justice and equity well established in practice.

—The Planner.

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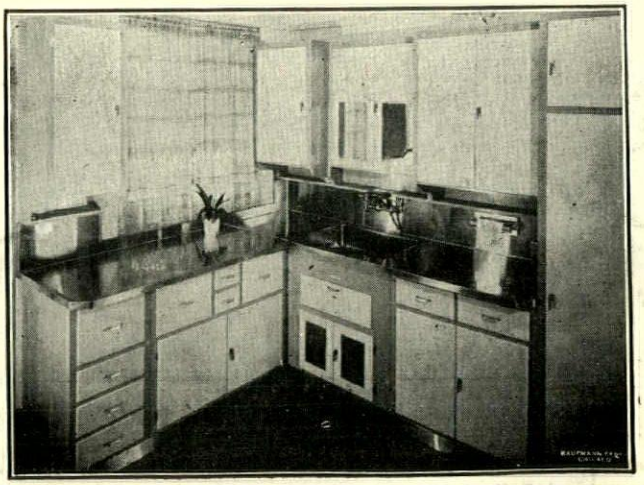

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